26 APRIL 1958
20¢ a copy • $3 a year

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

Proof Again of WXEX-TV DOMINANCE!

re's what the March, 1958 ARB Metropolitan Report for Richmond shows:

1 **Sign-on to sign-off—**
unday thru Saturday—
/XEX-TV has more ¼-hr.
IRSTS than any other
ichmond area TV station*

2 **7 P.M. to sign-off—**
Sunday thru Saturday—
WXEX-TV rates FIRST
in 46.7% of all ¼-hours.
Station B—27.3%. Station C—26%.

*When at least two stations are on the air. Excludes children's hours of 5 to 7 P.M. Monday through Friday.

WXEX-TV

ley, President — **NBC BASIC—CHANNEL 8** — Irvin G. Abeloff, Vice-Pres.

epresentatives Select Station Representatives in New York Philadelphia, Baltimore, Washington, Simmons Associates in Chicago and Boston; Jarke Brown Co. in Dallas Houston, Denver, Atlanta, Miami, New Orleans, McGavren-Quinn in Seattle San Francisco, Los Angeles.

TV TAPE: NEW VISTAS, NEW PROBLEMS

Tape promises residuals for live shows, improved commercials for sponsors, station opportunities. But union struggles are clouding its immediate future

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Those easy listening radio commercials

Page 34

How Compton outgrows its own expansion plans

Page 36

Special NAB Convention Issue

Faces page 48

DIGEST ON PAGE 2

Broadcasting is basic...
and the basic buy is the dominant station

Westinghouse Broadcasting Company's business in 1957 was the highest in its history and every month so far in 1958 has exceeded the corresponding month in 1957.

"Your future is great in a growing America."

BOSTON, WBZ+WBZA, WBZ-TV • BALTIMORE, WJZ-TV • PITTSBURGH, KDKA, KDKA-TV • CLEVELAND, KYW, KYW-TV • FORT WAYNE, WOWO • CHICAGO, WIND • PORTLAND, KEX • SAN FRANCISCO, KPI

Now - Proved by New Depth Study

KRNT RADIO

Cowles

Is - far and away - THE MOST

BELIEVABLE

STATION IN

DES MOINES, IOWA

MORE LISTENERS, TOO!

This Central Surveys study reveals many interesting facts that show without question KRNT is the station to use to get the kind of results an advertiser must get these days.

Central Surveys has been engaged in nation-wide market research and public opinion surveys for over 20 years. Among the more than 200 clients are many PUBLIC UTILITY companies. List shown on request.

FACTS-FINDING EXAMPLES

"If you heard conflicting accounts of the same incident on different radio stations, which station would you believe?"

KRNT 52%
No. 2 STA. 18%
No. 3 STA. 17%

Personalities Preference

- ⅔ name KRNT personalities.
- 40% name KRNT personalities *EXCLUSIVELY.*
- Re: Sta. 2 & 3. *NO* personalities named by 72% and 90%, respectively.

KATZ has the NEW - the TRUE - facts on Des Moines Radio Listening!

26 APRIL 1958 • *Vol. 12, No. 17*

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THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

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39 Surveys show housewives don't get "excited" about white bread. Ward Baking Co. changed that with a new sales representative—Emily Tipp

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42 This month John Blair celebrates 25 years as a leading radio representative. SPONSOR tells how his business was built and predicts its future

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43 Warm weather ahead has started influx of new clients into web radio seeking to capitalize on the coming upsurge in outdoor activities

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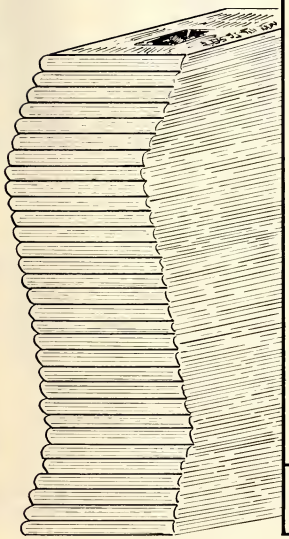
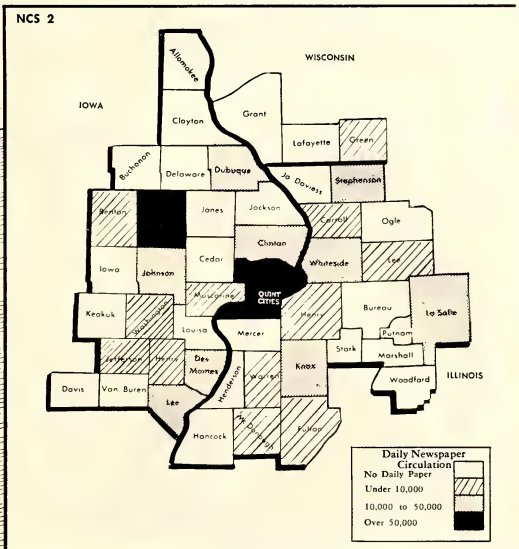
It Takes 31 Newspapers to cover the Rich Mississippi Valley Area . . . And even then, FULL COVERAGE is missing!





WOC-TV'S 48 COUNTY MARKET — Population* — 1,686,000

Homes*	519,100	TV Farm Homes**	54,912
TV Homes*	422,800	Effective Buying Income*	$2,757,557,000
Farm Homes**	97,101	Retail Sales*	$2,007,749,000

*Sales Management "Survey of Buying Power — 1957"
**U. S. Census of Agriculture — 1954

THERE IS NO WHITE SPACE IN WOC-TV LAND . . . AND WOC-TV'S UNDUPLICATED COVERAGE IS 51% MORE THAN THAT OF ITS NEAREST COMPETING TV STATION!

The Quint-Cities Station —Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

WOC TV
Channel 6 • Maximum Power • Basic NBC

Col B. J. Palmer, President
Ernest C. Sanders, Res. Mgr.
Mark Wodlinger, Res. Sales Manager
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

DON McLEOD
Detroit's most popular D.J.
WJBK-DETROIT

TOM GEORGE
Everybody in Detroit loves Tom
WJBK-DETROIT

DAN BAXTER
Most exciting all-nite show
WJBK-DETROIT

CLARK REID
Best woman's audience
WJBK-DETROIT

"Hear, ye . . . hear, ye!" . . . Familiar words in the days when the Town Crier served the broadcasting needs of the people. Today, in great measure, this function is being performed by the Storer Broadcasting Company. It is done in the spirit of responsible (and responsive) service.

Hearken!..the town crie

This responsible service—with the loyalty it has gained—is personified in the modern-day "deejay." He is a part of the vigor of his community, sensitive to his audience. With music as his bell, he not only is heard, but listened to . . . Productive results of his salesmanship on Storer stations prove it.

TOM CLAY
"Jack-the-Bellboy" tops with the 'teens'
WJBK-DETROIT

RUDY ERTIS
All-night man to "night people" all night
WSPD-TOLEDO

JIM ROWE
The "Fabulous 58" according to Toledo
WSPD-TOLEDO

DICK RICE
Show tunes new and nostalgic
WSPD-TOLEDO

PETE MYERS
The "Mad Daddy" of Cleveland teen-agers
WJW-CLEVELAND

BOB CAIN
. . . morning news, time and temperatures
WJW-CLEVELAND

CHUCK PARMALEE
. . . music, service announcements and news
WSPD-TOLEDO

BRUCE MacDONALD
Cleveland's most commercial man
WJW-CLEVELAND

WALLY KING
Great with the going-home audience
WJW-CLEVELAND

JOE NIAGRA
Ruler of the night-time roost
WIBG-PHILADELPHIA

BILL WRIGHT
The rebel with a cause
WIBG-PHILADELPHIA

DOUG ARTHUR
Mr. Music in Philadelphia
WIBG-PHILADELPHIA

TOM DONAHUE
Biggest man on the dial
WIBG-PHILADELPHIA

LEE SUTTON
. . . consistently pulls more commercial mail
WWVA-WHEELING

LEE MOORE
. . . one of nation's top country western deejays
WWVA-WHEELING

LEW CLAWSON
. . . "friendly voice" to vast audience
WWVA-WHEELING

HARDROCK GUNTER
. . . emcee of World-Famous WWVA Jamboree
WWVA-WHEELING

BOB BYRON
Keeps working and playing listeners smiling 'til dawn
WGBS-MIAMI

CAL MILNER
Gets the driving audience home with a smile
WGBS-MIAMI

Storer's town criers of Radio

JACK BERRY
popular host of the "Peachtree Party" 3:30-5:30
WAGA-ATLANTA

GEORGE TRENT
Mr. Music to Atlanta's night listeners
WAGA-ATLANTA

PRESTON CHARLES
launches the day for thousands of faithful listeners
WAGA-ATLANTA

AL LEIBERT
Miami's biggest morning man
WGBS-MIAMI

JIM HARPER
"The helpless housewife's helper"
WGBS-MIAMI

STORER BROADCASTING COMPANY

Storer Broadcasting Company

WSPD-TV	WJW-TV	WJBK-TV	WAGA-TV	WVUE-TV
Toledo	Cleveland	Detroit	Atlanta	Wilmington-Philadelphia

WSPD	WJW	WJBK	WIBG	WWVA	WAGA	WGBS
Toledo	Cleveland	Detroit	Philadelphia	Wheeling	Atlanta	Miami

National Sales Offices: 625 Madison Ave., New York 22, PLaza 1-3940 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

New Trend in Commercials??

PONTIAC for MacManus, John & Adam

PONTIAC for MacManus, John & Adam

New Trend or Not

East Coast or

West Coast...

"Spectacular" or

Low Budget...

Live Action or

Animation

Klaeger FILM PRODUCTIONS, INC.

1600 BROADWAY, NEW YORK 19, N. Y.

JUDSON 2-5730

NEWSMAKER of the week

The reps built a gracious bridge this week to the people who professionally are closest to them by creating the "Silver Nail" Timebuyer of the Year Award. Frank Silvernail, retired BBDO timebuyer, became first of its recipients.

The newsmaker: By honoring Frank Silvernail with a luncheon and a plaque, the reps were paying homage to both a person and a symbol. Silvernail represented to them more than a buyer of their wares. He symbolized the sort of operator who has a genuine interest in the product he buys, who likes to suggest ways of improving it to the seller, and who constantly seeks to kindle a kindred enthusiasm for the product among his associates in the organization.

Such was the pattern of Silvernail's working life in the 20-years-plus he spent as an agencyman. When, as a matter of rote, he set up meetings between visiting stationmen and accountmen, Silvernail wasn't befriending the broadcaster so much as trying to acquaint a colleague with the inside angles and values of a somewhat complex medium—spot. It was as though he were saying to a young assistant account executive: "Listen to what this fellow's got to say and you'll learn something you can't afford to miss knowing."

To Silvernail, dealing in spot was something personal and not just a statistic. Frank Headley, SRA president, who presented the plaque to Silvernail, put it this way: "In a sense we did not create the award. Through his pioneering and the heritage he left, Frank created the award for us. There had to be a new and creative way to honor the man who has continually brought new understanding and scope to our industry. The *old ways were never enough* for Frank."

Before joining BBDO in 1943 Silvernail was with Y&R, and Pedlar & Ryan.

Silvernail (l.) accepts first annual "Timebuyer of the Year" award from Headley

Interview: Ted Kelly

McCann-Erickson Broadcast Supervisor, Ted Kelly, tells why he selects WLW TV - Radio Stations for NABISCO

NABISCO

"WLW TV-Radio Stations offer advertisers that golden glow of success in time well-spent."

"And one reason is the splendid service and cooperation of the famous Crosley Group."

"Yes, the WLW TV-Radio Stations know how to help push products from on-the-air to point-of-sale all over the area."

"Such service is Premium quality . . . real Premium quality!"

Call your WLW Stations Representative . . . you'll be glad you did!

WLW-T Television Cincinnati

WLW-C Television Columbus

WLW-D Television Dayton

WLW-A Television Atlanta

WLW-I Television Indianapolis

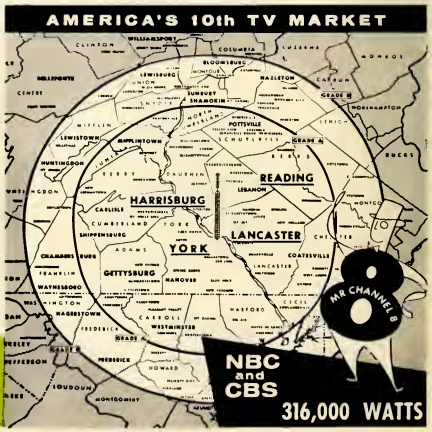
WLW Radio

Network Affiliations: NBC; ABC; MBS • **Sales Offices:** New York, Cincinnati, Chicago, Cleveland • **Sales Representatives:** NBC Spot Sales: Detroit, Los Angeles, San Francisco. Bomar Lowrance & Associates, Inc., Atlanta, Dallas . . . . . Crosley Broadcasting Corporation, a division of **Avco**

FOUR IN ONE PLUS

This one television station delivers four standard metropolitan area markets plus

- 1,040,465 households
- 942,661 TV households
- 3,691,785 people
- $3¾ billion annual retail sales
- $6⅔ billion annual income



WGAL·TV

LANCASTER, PENNA.

NBC and CBS

STEINMAN STATION · Clair McCollough, Pres.

Representative:
The MEEKER Company, Inc.
New York · Chicago
Los Angeles · San Francisco

Most significant tv and radio news of the week with interpretation in depth for busy readers

SPONSOR-SCOPE

26 APRIL 1958
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SPONSOR PUBLICATIONS INC.

As the broadcasters assemble in Los Angeles this week for their annual convention, these **broad strokes of opinion gleaned on Madison Avenue** by SPONSOR-SCOPE may provide a clue in shaping thoughts and planning:

NETWORK TV: The old reliables—**the package goods people**—indicate their overall network budgets will even **top current outlays.** But there will be a tendency toward **late commitments and a short-step-at-a-time attitude** among both the durables and the heavy-spending toiletries.

NETWORK RADIO: Price and flexibility make this a handy medium for advertisers who are marking time for the big recovery burst or are bent on quick promotion campaigns. A **fairly healthy glow is forecast.**

NATIONAL SPOT TV: Will benefit handsomely from two tendencies: (1) **hesitation** about tying down a big bundle in network tv, and (2) interim **pinpointing** of campaigns in selective markets. Told there are lots of **good spots available,** clients now react this way: Let's see your recommendation.

NATIONAL SPOT RADIO: The trend is toward shorter runs and more frequent flights. More than ever, **the times favor this built-in virtue: saturation at comparatively low cost.** As the economy revitalizes, the **frequency factor** will weigh heavily for hard-hitting purposes.

New national spot business did a sprightly nipup this week.

On the tv side, the accounts included **Wheaties** (BBDO); P&G's **Lava Soap** Burnett; **Sun Oil** (Esty); **Dunstan** (Bryan Houston); General Foods' **Good Season Salad Dressing** (FCB, Chicago). Lava is going into 25 markets for 13 weeks.

Radio's best hauls were from **GMAC** (Campbell-Ewald), 15-35 announcements a week in over 80 markets, and **Lipton Tea's** double-barrelled campaign for 6-8 weeks (schedules double when the temperature goes up to a certain point).

It was a fairly active week of new business for the radio networks. Most of it was in limited schedules. The accounts by network:

ABC: Glamorene and Harrison Home Products.

CBS: Chrysler, Glamorene, Sterling Drug, Groves' NoDoz and Tetley Tea.

NBC: Chrysler, GMC Trucks, Mack Trucks, Groves' NoDoz and Dr. Scholl. The Mack orders involve 40 segments on Monitor to be run off in various flights.

Sunoco should have the rest of its spot campaign going full blast by midsummer.

So far it's running schedules in eight markets where Sunoco new high-octane pumps have been installed. **Schedules are linked to the installations.**

Altogether it distributes in 26 states, or a total of 48 markets.

Spot is sure to be the beneficiary of a line of self-questioning now going on at top management policy meetings.

The question: Isn't this the year to go **selective?**

The implications of the query: Instead of operating on a blunderbuss principle, narrow the sales target to certain markets and levels of prospective customers . . . **bullseye your advertising at areas where there are enough people with incomes, tastes, and ways of life to make them the most susceptible** buyers of the product.

Hordes of stations are preaching faith in the American economy, but in Hempstead, Long Island, there's a radio station—WHLI—that's backed up its faith with coin of the realm.

It's spending $75,000 for **additional transmitting equipment**—only 18 months after moving into its new headquarters costing over $250,000.

(For more on this theme see Let's Sell Optimism, page 4.)

Ironic as it may seem, **a batch of NBC Radio affiliates soon will get a spot schedule out of a major Madison Avenue agency because the client wanted to be associated in some way with Monitor.**

Told by the agency that his **regional distribution didn't make him a valid customer** for Monitor, the client wanted to know **what else could be done** to give his dealers the impression that he was linked to the NBC weekender.

The agency's answer: **Buy a schedule of Monitor chainbreaks** in the markets where you have distribution and promote the connection.

Gearing the ratecard to the latest ratings apparently is becoming a growing thing among radio stations.

It's not uncommon for a station that's **dropped to second or third place to adjust the rate** accordingly to meet the competition—but with the abiding hope that the next time around it'll be back on top and return to the former rate.

A rep explained the ratecard seesawing thus: **"It's important to the broadcaster to maintain his volume, and he can't do it by being inflexible."**

Promotionally-alert **WCAU-TV, Philadelphia, is lending manufacturers of portable tv sets a hand in perking up summer sales.**

The tie-up, though **directly with Philco,** stresses the advantages and pleasures of outdoor tv in the summertime.

A series of on-the-air promotions will illustrate tv's flexibility.

For instance, an **early morning gardening series** will invite viewers to phone in specific questions and **watch from their garden plots the answers** being telecast to them. There also will be programs aimed at **youngsters while they're at play outdoors.**

Rheingold Beer is demonstrating via FCB that there's room for showmanship in local live radio—if people are alert to the opportunity.

The brewer **picked up a half hour of the world premiere ceremonies of the St. Louis Blues motion picture in St. Louis** and by AT&T wire broadcast it over four New York stations.

The incentive was the fact that Nat King Cole, who does Rheingold commercials and is star of the movie, m.c.'d the St. Louis event.

Sidelight: The **site of the origination might be called Budweiser's own backyard.**

As the business dip continues, note the **trend among the package goods giants to bring out more and more new products and back them with an increasing share of their advertising dollars.**

In other words, industry is trying to jog people out of their buying lethargy by **tantalizing them with fresh merchandise**—some of which has been on the backburners waiting for the appropriate moment for introduction.

The manufacturer, instead of sitting back and watching sales go down on his established and profitable items, will put the **accent on articles that will stimulate new sales.**

Implications for retailers: More store traffic from those who like to try the new-fangled.

Implications for ad agencies: **Custodians of budgets for older products will find them dwindling** as the push toward newer items develops.

P.S.: **Lever Bros. alone will introduce eight new items this year.**

The Tod Storz stations have drawn some sharp ground rules to cut down abuses of the local rate.

New **regulations which limit qualifications for the local rate**—as drawn up at a Chicago meeting of Storz people with **John Blair and Adam Young**—include these:

CONTINUITY: Must be **written at the local level** in each market. It must consist of such information as retailer's local name, address, telephone number, or any other local information or sales point for at least 51% of the commercial. General product or institutional copy must be limited to half the commercial time.

DISTRIBUTION OF PRODUCT: Limited to immediate trading area of the city; product must be **manufactured or processed from only one source within this trading area.**

AGENCY RECOGNITION: Local product account does not employ an ad agency or is **not represented by an ad agency or branch of a national agency operating as a local agency.** The billing must be rendered locally. Checks in payment must be on banks within the market involved.

As a Storz rep views the dividing line: It puts a stop in a realistic way to the practice of many accounts and agencies to take advantage of the lower rate by **going around the rep and dealing directly with the station.**

Accounts like **Ford and Gulf would be barred from benefitting from the lower local rate.**

Westclox has committed itself to around $400,000 worth of pre-Christmas promotion on CBS TV: half of the **Wonderful Town special** in December.

Over-all cost of the two-hour December event: $500,000 net for the program and $220-240,000 gross for the time and facilities.

These may be taken as **signs of the economic climate** and a clue to where advertising strength lies:

1) The total **beer market is getting stronger** and the hard liquor field is beginning to feel stress and strain.

2) The **soft drink and candy bar businesses are holding their own comfortably.**

The **heavy gains made by the Screen Actors Guild in commercial use payments could boomerang in the long run.**

Agencies — SPONSOR-SCOPE learned from producers this week—are **using fewer people** in film commercials to save some of the additional extended payment money required by the terms of the new SAG contract.

Compton appears to be more lenient than Benton & Bowles in penalizing tv stations for triple-spotting during chainbreaks.

Denver stations have been given a three-week reprieve by Compton to "clean up the situation." B&B previously had pulled its chainbreak spots from the same market.

Questioned by SPONSOR-SCOPE this week for the grounds of his agency's drastic action, B&B media director **Lee Rich** said:

"We have two reasons: (1) triple-spotting is bad business because it **dilutes the effect of advertising,** and (2) we're determined to preserve the effectiveness and **integrity of tv,** since 70% of our billings are in the medium."

Rich added that he was gratified with the results of B&B's attitude toward triple-spotting, and that he had received many letters of commendation from leaders of the broadcast industry.

Rich's comment on the NAB code: "In one paragraph it permits two 20-second commercials and an I.D. In another it admonishes against slicing off time from a network show. **I challenge how anyone can get 50 seconds into a chainbreak without depriving a network advertiser of time he's paying for."**

Bob Eastman, until recently ABN president, is expected to be back in the rep business in a month or two.

He'll limit himself, as a start, to **radio,** and have offices in New York, Chicago and San Francisco.

Because of the cutback in production, **Buick took a $5-million nick out of its advertising budget for the coming year.**

That leaves its new agency, **McCann-Erickson,** with about **$18-million** to administer.

Esty gradually is making up for that Colgate wallop and seems headed for what could become a $60-million year.

Colgate's departure created a $12-million hole. But in recent months Esty has recouped about $8 million in billings—**$6 million via Sun Oil and $2 million via Chesebrough Vaseline.**

WLEA, Hornell, N. Y., this week filed an amended complaint—giving more specific details—in its $50,000 suit against A. C. Nielsen and WWHG, also of Hornell.

Nielsen had asked that the complaint, charging him with providing false and misleading data which damaged WLEA's business, be dismissed; but a N. Y. supreme court justice rejected the request.

Advertising in general showed a billings improvement over the like months of 1957—at least in the early part of the year.

The source: **McCann-Erickson's research department** which accumulates figures on ad expenditures.

Apparently running **well ahead of the pack were network tv and radio.** With official network radio billings unavailable, the McC-E calculators used a rule-of-thumb of their own for estimating dollars.

The old wheeze about "an ill wind" can be applied to the stepped-up speed of bill-paying by agencies.

While buying was booming, timebuying departments found themselves so snowed under by paperwork that payments to stations ran as much as two or three months behind.

Today's business pace **provides the timebuying department with ample time to okay the bills as they come through.**

Observers feel **spot tv may be missing an opportunity in not catching frustrated tv network advertisers before they switch to Sunday supplements.**

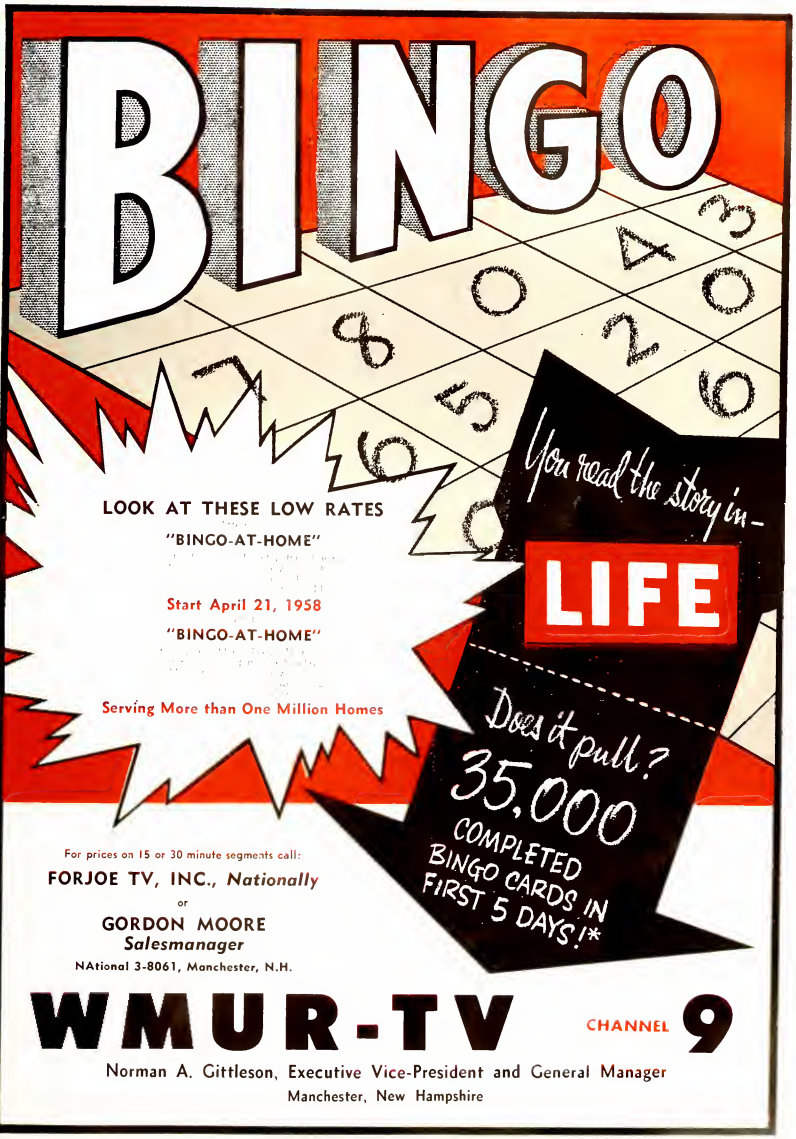
The supplements are having a corking good year, and a check with media heads in top-flight agencies indicates that much of the prosperity has come from second-choice behavior.

Assured by his agency that his budget doesn't suffice for a splash in nighttime network tv, the advertiser looks for the next spectacular medium, and often he deems it to be a four-color supplement campaign.

In other words, he thinks such a splurge will give him the **image of leadership and prestige** he aspired to in a network series.

A management official in one of the top three agencies estimates that **of every five clients that yearn for network tv, only one doesn't experience frustration.**

For other news coverage in this issue, see Newsmaker of the Week, page 6; Spot Buys, page 26; News and Idea Wrap-Up, page 55; Washington Week, page 67; SPONSOR Hears, page 68, and Tv and Radio Newsmakers, page 74.


BINGO
LOOK AT THESE LOW RATES
"BINGO-AT-HOME"
Start April 21, 1958
"BINGO-AT-HOME"
Serving More than One Million Homes
You read the story in—
LIFE
Does it pull?
35,000
COMPLETED
BINGO CARDS IN
FIRST 5 DAYS!*
For prices on 15 or 30 minute segments call:
FORJOE TV, INC., Nationally
or
GORDON MOORE
Salesmanager
NAtional 3-8061, Manchester, N.H.
WMUR-TV
CHANNEL 9
Norman A. Gittleson, Executive Vice-President and General Manager
Manchester, New Hampshire

NOW SHOOTING

STEVE McNALLY *STARS!*

"5 HOURS TO LIVE" . . . The father of a 10-year old boy holds the stolen $100,000. An international criminal holds the serum that can save the boy's life. Will the exchange be made in time to save the boy's life?

SUSPENSE!

CESAR ROMERO *STARS!*

"THE BANDIT'S CAVE" . . . A ruthless bandit escapes with a fortune! How long can a man of action hide out without losing his reason?

WESTERN!

PAT O'BRIEN *STARS!*

"NO WAY OUT" . . . A nurse is kidnapped to help a wounded outlaw. Can the law close in before the gang decides she has outlived her usefulness?

MYSTERY!

DAVID BRIAN *STARS!*

"TATTOO ARTIST" . . . The police find the body of a dead man—dead but very much "alive" with intriguing clues to his murderer. Can police decipher the clues and come to grips with the killer?

LAW ENFORCEMENT!

GENE BARRY *STARS!*

"POLICE DOCTOR" . . . A wounded gunman, rushed to the hospital, wings a police officer and holds him hostage in an examining room. Can the police doctor overpower the gunman and save the officer?

ACTION-ADVENTURE!

AT ZIV STUDIO!

AT THE NAB CONVENTION:
SEE ZIV EXHIBITS FOR

THE HOT HOT, SHOWS OF '58!

Rooms 2338-2339 • Hotel Biltmore, Los Angeles
APRIL 27-MAY 1

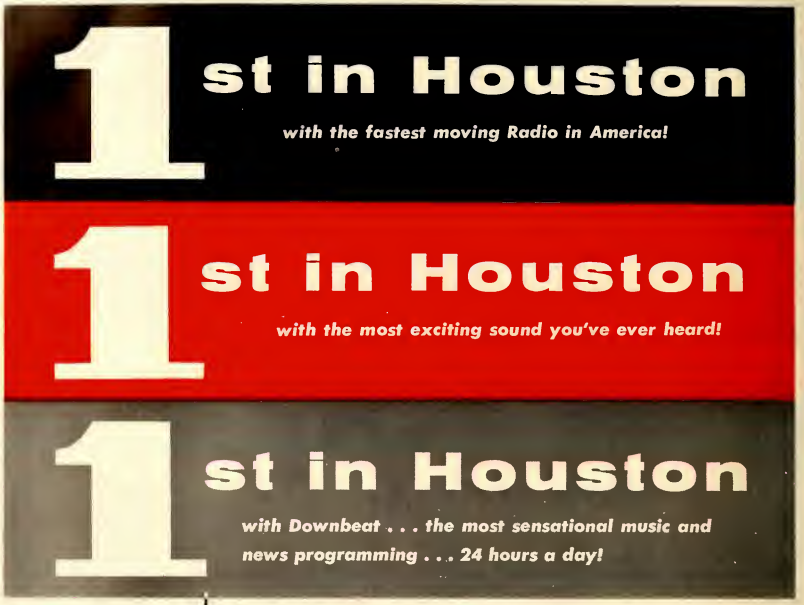
TARGET

ZIV'S NEW, ALL NEW **IMPACT** SERIES!

EK AFTER WEEK . . .
NY GREAT STARS! MANY
EAT **IMPACT** STORIES!

Your host
ADOLPHE MENJOU

ZIV Television



This dynamic new programming was developed by KTHT in cooperation with Adam Young Inc. We advise you to take advantage of the low rates now, then watch the ratings go up . . . up . . . up . . .

790 KTHT 5000 watts

REPRESENTED NATIONALLY BY

ADAM YOUNG, INC.

Timebuyers at work

Catherine Noble, Marschalk & Pratt, Division of McCann-Erickson, New York, feels that buyers should frequently take a look at packages of many low-rated spots which, in the aggregate, add up to larger audience than the high-rated spots deliver. "Recently we reviewed availabilities in a multiple-station market," Catherine reports. "It developed on careful analysis that we could build a package of spots on the third station in the market, consisting of five time periods; these had aggregate rating points equivalent to one spot in prime time on No. 1 station. Yet the cost was one-half that of a prime time spot. As a result, the advertiser—a seasonal user of tv with a limited budget—was able to add many more time periods to merchandise to the trade and could spread them throughout the afternoon and nighttime. The package buy on No. 3 station delivered audience at a cost-per-1,000 that was 60% of one prime time spot on No. 1 station. Granted, there was duplication within the five-spot package, but it was affordable duplication at such a low cost-per-1,000."

Mort Reiner, Media Supervisor, Product Services, Inc., New York, comments: "When to buy bullish, when to buy bearish? By bullish and bearish I don't mean heavy saturation buys vs. sparse schedules. I mean buying a *minor* test market to pre-test a *major* test market. Why pre-test a test? When a new product challenges giant brands in a field reputedly 'impossible to crack' (as happened with Continental Six Month Floor Wax) a campaign must be flawless. Taking about 10% of our total test fund, we pre-test in the microcosm of a minor market. All 'bugs' in commercials, package design, distribution, etc., are ironed out. A corrected campaign is readied. Then it is tested in a major market, where we can pinpoint our field of inquiry to basics that spell tv success—impact of day vs. nighttime, of minutes vs. 20's, projected sales vs. advertising expenditure. Les Persky, our president, chose this two-level testing for Continental. We pre-tested in Florida, cracking the wax market there. Shortly we will move into all major markets in Ohio using every station for the final test."

EVERY HOUR

Southern California Plays KBIG'S "MYSTERY SOUND" Game

EVEN IN THE SPUTNIK AGE the copybook maxim holds... *to move goods, you must first move people.*

KBIG'S "MYSTERY SOUND" contests are moving Southern California radio listeners by the thousands this winter.

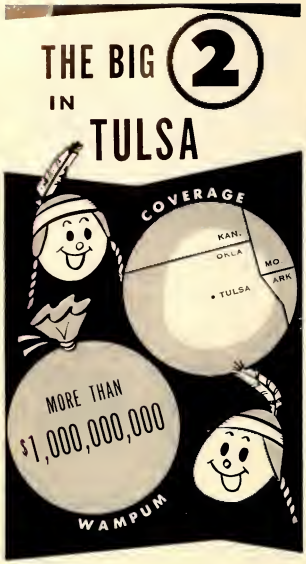
43,944 SUBMITTED ENTRIES in the first nine contests (October-December) based on handcuffs clicking, a stick rubbed along a fence, a rock crusher crushing, Angel's Flight funicular railway funicularing, and a camel saying whatever it is camels say.

"MYSTERY SOUND" GIVES A light lift to all, plus prizes to the first fifteen correct answerers (vacation trips, appliances, perfume, dining and dancing at glamor spots).

LIKE ALL KBIG ADULT-appeal programming of memory music and "just enough" news, "Mystery Sound" is low-pressure, easy-going, friendly—and fun. BUT... like KBIG commercials, it moves Southern California to action!

Your KBIG or Weed contact would like to show you a new geographical mail breakdown based on contest mail.

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company



Tulsa's industrial expansion tops every key industrial market in the nation. Tulsa ranks 2nd in the nation in per capita ownership of personal automobiles.

NEW MARKET DATA

Tulsa's population is increasing at the rate of 3,000 families per year — 8th fastest growing city in America.

The "Eyes of Oklahoma"—KVOO-TV —are focused on a billion dollar market. When you buy KVOO-TV you *see* results. Buy now . . . see better profits.

NBC For current availabilities contact any office of Blair Television Associates

Bryan Houston
Chairman of the Board, Bryan Houston, Inc.

Agency ad libs

They've got a secret

Media men are frequently blasphemed by being pegged a gossipy, loose-tongued lot. I have just come back from several thousands of miles of automobile travel which proved conclusively that radio salesmen can, when they wish, keep a secret. Without one Government seal saying TOP SECRET, radio salesmen have accomplished the impossible job of selective secrecy:

They have told everybody in the advertising business—*except their own station operating staffs*—that automobile radios represent a most important part of the radio market.

As a result of this oversight, an elementary but vital part of station promotion is being consistently ignored.

You know and I know that millions upon millions of automobile riders listen to radio every day. You know and I know that in this restless nation millions of people are in automobiles every day and out of reach of their familiar radio stations for which the tuning buttons of their cars are set. In this day of turnpikes and thruways and super highways we combine fairly high speeds with dangerously high monotony. We look to radio to relieve the driving tensions and monotony and, in our automobiles, we are, in effect, the single largest attentive and captive audience that any medium could conceivably hope for.

Where's the local station?

Very few automobile radios are good enough to bring in a distant station while the car is at a 55 or 65 mile-an-hour speed.

"Get a local station," says the driver to the spouse. "This static drives me nuts."

Where is the local station? How the hell would I know?

I can go into any service station and get an attractive folder on one or a dozen items to be bought, guides to local historical landmarks of presumed interest to a tourist, but never have I seen a leaflet or a card giving me the call letters and dial numbers of the local stations for say a hundred miles in either direction from the service station.

So we take pot-luck. We turn on the radio and twist the dial until we pick up a station that seems to be fairly loud, and we'd like to know whether we are going toward it or going away from it, so we listen for a while.

"This is your old friend, your old pal, your old buddy, Joe Glutz."

"This is the fat fun-maker spinning his lovely platters for you just as soon as we hear this announcement."

We get so much personality from local announcers we have to open the car door now and then to let the ooze out on the roadway. We get humor, music, news from Washington and obituary reports, but only rarely do we get any indication of what station we are listening to and where it is located. Wouldn't it be just as easy for these personality-plus boys to give their affiliation?

HIS IS ALICE"
rica's newest sweetheart, who will capture
eart of young and older America alike!

(more on next right-hand page)

THE BIG NIGHT

(more on next right-hand page)

(more on next right-hand page)

Before you firm your fall TV commitments, get the full details of this important new concept from...

America's dynamic new **NTA** FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. · JUdson 2-7300

"you'll do better with us in AKRON"

MERCHANDISING Tie-ins with 36 Acme Stores which include feature stock displays . . . point-of-sale posters . . . air-plugs on Acme's daily WCUE announcements.

MAIL PULL Fantastic returns. Like 2,300 cards and letters from a "one-day-only" offer which produced high volume sales, gave the product a solid send-off.

MORE LISTENERS PER DOLLAR Large, loyal audiences PLUS a realistic rate card add up to 11.7% more listeners in the Greater Akron Metropolitan Area for your dollar on CUE.

Mm-m-m. Merchandising, mail pull, more listeners per dollar.

Listeners like what they get on CUE. And so will you.

National representative Avery-Knodel

E14

*Tim Elliot, Pres. **Jean Elliot, Vice-Pres.

The ELLIOT STATIONS

WCUE Akron, Ohio

WICE Providence, R.I.

GREAT INDEPENDENTS • GOOD NEIGHBORS

"This is Joe Glutz on Station XXX in Local City."

Perhaps the most irritating of all such omissions happens in programing directly aimed at the car audience: While driving in this recent period of unsettled weather, we got very concise local weather reports from old friend Charlie Flipflop and Local Joe Doaks who then went right into the latest rock and roll without bothering to tell us where "local" actually was.

On our recent trip we must have ridden by at least two dozen radio aerials within one hundred yards of the right of way. As we'd come to one of these aerials, which of course are visible for some distance, we would strain our necks and risk accidents looking for the station's number on the dial. Some stations showed their call letters, some showed their power output, but only two said anything simple like "Dial 1130."

How to help the car audience

If the automobile market is as important to radio as it is claimed to be, it's time someone made a real effort to make it easier for the automobile driver to use his radio. Certainly automobile drivers are among the most persistent of radio audiences; they will start twisting the dial as the station they've been listening to begins to fade because the car has moved out of its reach. But eventually annoyance may win out over persistence with even the staunchest radio fan if he has to fight the radio dial while he is trying to keep both eyes on the road.

A lot of good radio listening undoubtedly gets lost because the driver or his passenger grows tired of looking for a station. Yet, if that same driver were given adequate information, he would know when he was approaching the coverage area of a station that could entertain him for the next 150 miles. Instead of turning the radio off, because of static or weakened reception, he would be an attentive listener for the next three hours as he approached the station.

Maybe now that we are going to invite observers from many countries to see our next nuclear explosions and secrecy as such is no longer an unqualified blessing, somebody could also let radio station owners and announcers and old laughing Charlie with his platters in on the fact that automobile radio users like to know what station they have tuned in. The station operators who come up with a handy dial guide or at least see that their local personality tells his listeners where he is, will win a receptive, large and loyal audience among automobile radio users.

Station ideas for car audience promotions are welcome

Have you done an adequate promotion job to reach the car audience within your own station's coverage area? Bryan Houston's recent trip and commentary indicate that many stations overlook this important area of exploitation. Since the automobile audience is certainly a vital factor in selling summer use of radio, now is the time for station promotion men to develop plans for making their station the most popular driving companion. In order to stimulate better radio audience promotion, we invite station executives to exchange comments on this topic. Address your replies to Agency Ad Libs, c/o SPONSOR, *40 East 49th Street, New York 17, N. Y.*

"HIS IS ALICE"
America's newest sweetheart, who will capture the heart of young and older America alike!

"MAN WITHOUT A GUN"
a Western editor fights for freedom of the press, in the great newspaper tradition.

THE BIG NIGHT
is coming

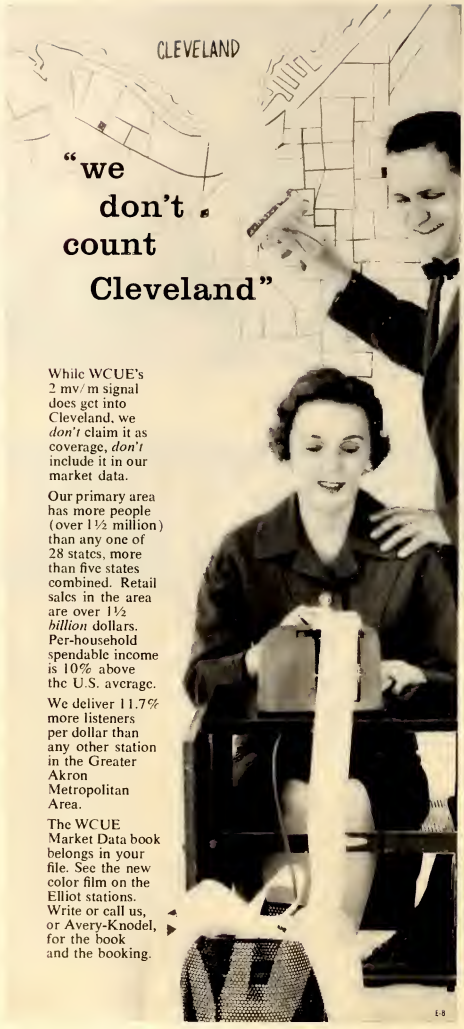
(more on next right-hand page)

(more on next right-hand page)

Before you firm your fall TV commitments, get the full details of this important new concept from...

America's dynamic new **NTA** FILM NETWORK

The Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. • JUdson 2-7300



49th an
Madisor

Academy awards

I've been wanting to sound off ever since the Academy Awards presentation aired on NBC radio and tv.

The entire production got off to a bad start, as far as I was concerned, when the President of the Academy made a snide remark about "no commercials." At other points in the program there were more slighting references to commercials . . . notably by Bob Hope, one of the most heavily commercialized personalities in show business. Doesn't this come under the heading of "biting the hand, etc.?" It seemed to me to be in poor taste, particularly since many a Hollywood studio might be in dire financial straits were it not for commercials. And what of the financial status of most Hollywood stars? They don't say a word when they get their checks for commercials.

The lull in proceedings at the Pantages Theatre seemed to be the biggest gripe we read about. Why couldn't the Academy get with a sponsor and cover the time necessary for the commercials with some of the vaunted entertainment available . . . a song, a monologue, film clip, etc. I can see where a sponsor would like to have the captive audience in the theatre sit quietly and listen to their pitch, but I can also see where an intelligent sponsor would be glad to sacrifice that theatre audience for the millions of listeners and viewers the program would garner.

In the opinion of a small town radio program director with limited experience (17 years), the show left much to be desired in production, too. Oh . . . the settings were gorgeous, the stars beautiful and the dresses rather decollete . . . but fluffs! I've never seen a commercial show that would permit the performers so many glaring mistakes! They couldn't even read the Teleprompter! Jack Lemmon was an exception. He left the impression that he knew why he was there, what to say and how.

I read some glowing reviews of the

(*Please turn to page* 24)

THIS IS ALICE"
nerica's newest sweetheart, who will capture
e heart of young and older America alike!

"MAN WITHOUT A GUN"
a Western editor fights for freedom of the
press, in the great newspaper tradition.

THE BIG NIGHT
is coming to TV

HOW TO MARRY A MILLIONAIRE"
ree beauties explore their theory that the way
a man's bank account is through his heart.

(more on next right-hand page)

Before you firm your fall TV commitments, get the full details of this important new concept from...

America's dynamic new **NTA** **FILM NETWORK**

Coliseum Tower, 10 Columbus Circle, New York 19, N.Y. · JUdson 2-7300

WHLI "THE VOICE OF LONG ISLAND"

10,000 POWERFUL WATTS

TO DELIVER THE GREATER LONG ISLAND MARKET (NASSAU-SUFFOLK)

WHLI's GREATER LONG ISLAND COVERAGE . . .

	NASSAU	SUFFOLK	TOTAL
Population	1,200,000	525,000	1,725,000
Net Income	$2,928,340,000	$755,604,000	$3,683,944,000
Per Family	$8,503	$5,698	
Retail Sales	1,534,786,000	564,961,000	2,099,747,000
Food Store Sales	403,423,000	152,997,000	556,420,000
Auto Store Sales	252,922,000	93,225,000	346,147,000

WHLI HAS THE LARGEST DAYTIME AUDIENCE IN THE MAJOR LONG ISLAND MARKET! (Pulse)

* THE 2nd LARGEST MARKET IN NEW YORK!

** NOW REACHES 5,500,000 PEOPLE

*** GIVES YOU TREMENDOUS, IMPORTANT, "BIG MONEY" MARKET COVERAGE

**** AMAZINGLY LOW, LOW, COST-PER-THOUSAND

WITHIN WHLI'S COVERAGE AREA	
Population	5,477,000
Net Income	$11,758,859,000
Retail Sales	6,125,535,000

Represented by Gill-Perna

10,000 WATTS
WHLI AM 1100 FM 98.3
HEMPSTEAD LONG ISLAND, N. Y.
the voice of Long Island

Paul Godofsky, Pres. & Gen. Mgr.
Joseph A. Lenn, Exec. VP Sales

49th & MADISON

(*Cont'd from page* 22)

show in the days following, some of which mentioned the "fine production and MCing!" Maybe those reviewers were watching another show. . . .

This is the first time I've ever written any trade paper with a gripe about a program. . . . But when an industry that owes so much to the American form of commercial broadcasting publicly derides it, I think it's time to register a protest.

Martin Karant
program dir., WKPT
Kingsport, Tenn.

• SPONSOR always welcomes readers' comments on subjects pertinent to our industry.

Tornado telecast

It is indeed rare when a television station has an opportunity to serve its community unselfishly and thoroughly. For this reason, I thought you would be interested in an experience, a rather frightening experience, our station covered last week.

At 5:35 p.m., April 2, 1958, this station was warned of a tornado approaching Wichita Falls. At 5:36, I myself ran outside and saw that not only was the tornado approaching Wichita Falls, but it was forming directly over our television station. At 5:37, I gave instructions to my cameramen and chief engineer to take our live cameras out of our studios into the open on our parking ramp and point them at the forming tornado. At 5:40 p.m., our news director, Bill Hood, was on the air live describing the formation of the tornado. The tornado *struck* at 5:42 p.m. the funnels hit the ground less than 100 yards from our live cameras. Our Zoomar lenses had them in perfect detail!

Bill Hood then described to the entire area the exact location and progress of the funnels. There is no imagining the terror and anxiety we removed from the awe-struck, frantic viewers of the station. We continued this live tornado telecast until 5:58 p.m., when the danger had passed.

This station has been deluged with letters and telegrams of gratitude and congratulations from the viewers in this area, and I believe all of us feel justifiable pride in our station.

Syd Grayson
president, KSYD-TV
Wichita Falls, Tex.

• SPONSOR congratulates KSYD-TV and its staff for this splendid contribution to the welfare of its community.

THIS IS ALICE"
merica's newest sweetheart, who will capture
e heart of young and older America alike!

"MAN WITHOUT A GUN"
a Western editor fights for freedom of the press, in the great newspaper tradition.

THE BIG NIGHT
is coming to TV this fall!

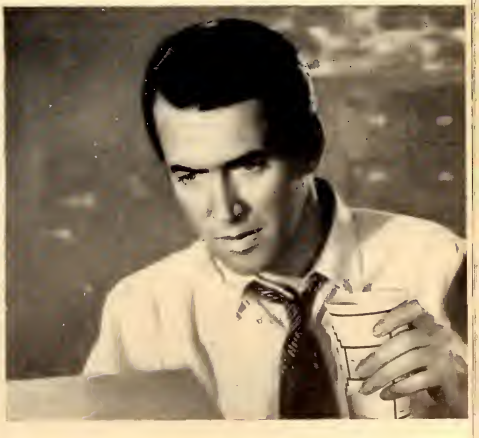
HREE HOURS OF solid and continuous TV enter-ment on one night every week . . . starting this fall . . . on erica's dynamic new NTA Film Network—that's the Big Night!

TOP-FLIGHT TV ENTERTAINMENT in 39 episodes of each of three great new half-hour series from 20th Century-Fox and Desilu Productions. Plus 39 new 90-minute attractions from 20th Century-Fox. All now ready for screenings.

115 MARKETS, accounting for 96.9% of U.S. TV homes and 96.7% of all U.S. buying power, represent our initial TV station line-up. Of these, 17 markets, reaching 46.8% of all U.S. TV homes, are the BIG NIGHT towers of strength.

HOW TO MARRY A MILLIONAIRE"
ree beauties explore their theory that the way
a man's bank account is through his heart.

"PREMIERE PERFORMANCE"
a new cycle of outstanding 90-minute films, of which *Calling Northside 777*, starring James Stewart, is one.



CONCLUSION ... *for advertisers and their agencies: phone, wire or write ... for full details about the BIG NIGHT!*

America's dynamic new **NTA** FILM NETWORK

Coliseum Tower, 10 Columbus Circle, New York 19, N. Y. · JUdson 2-7300

KING-SIZE

KING-SIZE in COVERAGE — KOA-Radio blankets 302 counties in 12 states, reaches and *sells* over 3½ million westerners.

KING-SIZE in POWER — KOA-Radio speaks to these Westerners with the 50,000 Watt voice they understand and have trusted for over 33 years.

KING-SIZE in AUDIENCE ACCEPTANCE — By programming in character with its area...and providing a strong lineup of NBC programs, KOA-Radio has established audience leadership throughout the West.

KING-SIZE in VALUE — KOA-Radio delivers more for your money, day and night, seven days a week. It's your best buy in the RICH WESTERN MARKET.

Represented by
Henry I. Christal Co., Inc.

KOA DENVER Radio

One of America's *great* radio stations

NBC 50,000 WATTS • 850 Kc

4/58

National and regional spot buys in work now or recently completed

SPOT BUYS

RADIO BUYS

Eskimo Pie Co., Philadelphia, is going into major markets for its ice creams. The schedules kick-off in May for two months. Minute announcements are being slotted; frequency varies from market to market. Buyer: Cliff Greenspan. Agency: Cunningham & Walsh, Inc., New York. (Agency declined to comment.)

Crown Central Petroleum Corp., Baltimore, for its gasolines and oils, is scheduling announcements in its areas of distribution: N. Y. state, Pa., N. J., Conn., Md., N. C., S. C., Tex., Va. and W. Va. Campaign begins this month for about four weeks. Minute announcements during early morning and early afternoon are being slotted; frequency varies from market to market. Buyer: B. Farren. Agency: Al Paul Lefton Co., Philadelphia. (Agency declined to comment.)

TV BUYS

General Mills, Inc., Minneapolis, is lining up schedules in Mid-Atlantic states and New England introducing its new High-Pro cereal, to supplement its network advertising. Commercial slant: a ready-to-eat, high-protein cereal. Minute announcements are being used, with frequency varying from market to market. Buyer: Lee Gaynor. Agency: Dancer-Fitzgerald-Sample, Inc., New York. (Agency declined to comment.)

Philip Morris, Inc., New York, is entering top markets for its Marlboro cigarettes. Schedules vary in length; 20-second announcements during daytime segments are being slotted; frequency depends upon the market. Media Supervisor: Gus Pfleger. Agency: Leo Burnett Co., Inc., Chicago. (Agency declined to comment.)

General Foods Corp., Post Cereals Division, Battle Creek, Mich., is slotting announcements in various markets for its new Alpha-Bits cereal. Minute announcements in children's programs are being scheduled; the pitch of the film commercials is the cereal itself—which is in the shape of the letters A-L-P-H-A—B-I-T-S. At this stage, the budget is modest, but watch for an increased expenditure for a major push. Buyer: Irv Wilson. Agency: Benton & Bowles, Inc., New York. (Agency declined to comment.)

RADIO and TV BUYS

Esso Standard Oil Co., New York, is preparing a radio/tv campaign for its Esso Extra gasolines and oils. The radio schedules starts 16 May and runs for eight weeks; in the South 13 weeks. Minutes are being placed during early morning and early evening hours and peak weekend traffic hours. Frequency is saturation: 30 to 80 per week per market. In tv, the same starting date as radio, runs for four weeks. Minutes, 20's and I.D.'s are being scheduled Sunday through Saturday. Average frequency: six announcements per week per market. Buying is not completed. Buyer: Sy Goldis. (Agency declined to comment.)

RADIO BALTIMORE

WCAO

NOW HAS *More Listeners** *than any other two* BALTIMORE RADIO STATIONS *Combined!*

***In Homes**

Nielsen (December-January, 1958) says WCAO has more listeners than any other two Baltimore stations; 75% more listeners than the next highest station.

Hooper (January thru March, 1958) says WCAO is first in total rated time periods, with almost 80% more audience than the next highest station; 1,250% more than the lowest station.

In Business Establishments

Hooper says WCAO has more listeners than the next three highest stations; 173% more than the next highest station.

In Car Radios

Hooper says WCAO has more listeners than any other three Baltimore stations; 178% more than the next highest station.

Keep your eye on these other Plough, Inc., Stations:

Radio Boston **WCOP** | Radio Chicago **WJJD** | Radio Memphis **WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK CHICAGO LOS ANGELES BOSTON ATLANTA SAN FRANCISCO SEATTLE

We pause
for local station
identification

In addition to its network awards, the National Academy of Television Arts and Sciences gives Emmys for the best programs and performers in two local areas – New York and Los Angeles.

In seven-station New York, five out of the eight awards went to CBS Owned WCBS-TV.

In seven-station Los Angeles, four out of the eight awards went to CBS Owned KNXT.

There is a significance to these NATAS selections which is inescapable, particularly in the fact that eight of the nine awards to WCBS-TV and KNXT were for local live community service programs, such as news, sports and education. (Each station, for example, was awarded the Emmy for the best local news program.)

These Emmys provide further recognition of the key role played by each CBS Owned station in the daily life of the local community of which it is part and parcel.

CBS Television Stations

CBS Owned WCBS-TV Channel 2, New York; KNXT Channel 2, Los Angeles; WBBM-TV Channel 2, Chicago; KMOX-TV Channel 4, St. Louis; WXIX Channel 19, Milwaukee; WHCT Channel 18, Hartford

Photograph by John Burwell

. . . because WHB talks to more men and women than the next three Kansas City stations combined

IT'S AN EDDIE CLARKE MORNING, TOO! A fine example of WHB's dominance among men and women is Kansas City's "Morning Mayor," (see pictures on wall) who attracts 47% of all the men and women who listen to the top four Kansas City radio stations. Eddie is a 20-year veteran of Kansas City radio; an outstanding civic leader, and a sought-after speaker. His deep, cheerful voice is the most listened-to in town.

New audience composition analysis reveals: 51.7% of *all* the men and women who listen to the top four Kansas City radio stations . . . listen to first place WHB. (Nielsen, Dec., 1957, 6 a.m.-6 p.m.). In every quarter hour, not only is WHB first in total audience . . . but in addition, reaches more adults than any other station.

So to reach Kansas City housewives . . . *and* the men in their lives . . . WHB is the buy any hour of the day. Whether it be Metro Pulse, Nielsen, Trendex or Hooper . . . whether it be Area Nielsen or Pulse . . . WHB is the dominant first throughout . . . with audience shares consistently in the 40% bracket and tremendous 96-county coverage. Talk to a Blair man . . . or WHB General Manager George W. Armstrong.

WHB Kansas City *10,000 watts . . . 710 kc.*

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

Tv tape: new vistas and problems

But CBS strike is just the first round in labor struggle as the unions sense deep economic changes in the future

Tape promises residuals for live shows, a new way to improve commercials, new opportunities for the station

Every technological innovation carries within it harbingers of change that are good for some and somewhat disappointing to others.

This week it was apparent videotape was in such a class.

The strike of the International Brotherhood of Electrical Workers aganist CBS, though not due to tape alone, focused attention on the likelihood of momentous changes in tv.

While the snarled issue of union jurisdiction remains cloudy and uncertain, other facts about tape are becoming clearer:

- It dangles the lure of residuals before producers of live programing.
- It offers the networks an economical method of producing groups of shows together (a specter of which gives union leaders sleepless nights).
- It provides stations with a ready-made technique for producing commercials via studio and camera methods they already are familiar with. And that ,doesn't make producers of film commercials, particularly smaller firms, terribly happy. With 26 Ampex videotape recorders delivered to stations, production of commercials on tape is now an accomplished fact.
- But on another front, it offers producers of film commercials an added dimension, rather than a competitive medium to film. However, it appears likely that, in the future, substantial numbers of commercials, which might otherwise be put on film, will end up on tape. This will happen not only because of tape's economy but because of tape's miraculous ability to be played back instantaneously. (It's been pointed out more than once that the economy of tape can be deceptive if the client becomes overly-entranced with the possibilities of shooting and playback *ad infinitum*.)
- To the advertiser, tape comes primarily as a boon. It gives him (1) still another way of improving his tv sales message, (2) the prospect of residuals in certain programing cases, (3) the hope of more economical programing on network television.
- The networks, of course, are already well supplied with tape for network repeats during daylight saving time. Starting tomorrow (27 April), all three video webs will set tape machines in motion to provide programing at the same local time in nearly all tv markets as it is aired during the winter season. At presstime, NBC was expecting momentarily the first of six RCA color tape machines for DST use in Burbank.

The promise of residuals for live programing now appears particularly strong in the area of dramatic shows —because the rerun potential of dramas is great.

Outlook for drama

Particularly promising is the outlook for daytime network dramatic strips. The once-burning issue of whether the added cost of filmed dramatic strips could be recouped and a profit pocketed, too, has become academic. Sponsors like P&G and American Home Products can look forward, once union jurisdictional problems are solved, to re-use values from shows produced live or in a "live" manner.

As for network programing in general, the potential economy of tape has already ignited the explosive union situation. The IBEW strike was a reflection of union fears regarding unemployment in two areas: (1) that resulting from network taping of groups of shows together (taping weekend network shows during the week is one possibility), (2) that resulting from network shows taped by outside film firms, in which case IBEW's rival, the International Alliance of Theatrical and Stage Employees, would have jurisdiction.

CBS has borne the brunt of these

Commercials are being produced via videotape at KGW-TV, Portland, Ore. Standing by machine is Walter E. Wagstaff, manager

fea s, but ABC and NBC, whose technicians are represented by the National Association of Broadcast Employees and Technicians, are currently involved in negotiating these matters too. Until this is solved, advertisers and producers will not know just how much in the way of program costs they can figure on saving. While residuals for technicians are no matter for immediate concern (the unions are worried more about job security), some fears have been expressed that if unions push any featherbedding demands, these could turn out to be real headaches. Residuals for technicians were never pulled off by the film unions and, even though there is no likelihood of their being adopted in tv, the mere talk of it gives networks and producers the shudders.

Also hanging in midair is the question of jurisdiction between AFTRA and SAG. AFTRA efforts to set up a joint authority with SAG over taped commercials fell through early this month, nearly two years after SAG's rejection of a merger with AFTRA. With the outlook for clear-cut jurisdiction dim, the situation appears firming up as follows:

Where a program or commercial is taped from a live show or pre-recorded in a broadcasting studio, the jurisdiction will fall within AFTRA's domain, as well as that of IBEW and NABET. Where the job is done by a film firm, it will be covered by SAG and IATSE.

Opinions as to how fast commercials on tape will get off the ground differ. A number of taped commercials already have been shown on the network. Charles Powers, in charge of commercial production for McCann-Erickson on the West Coast, reports that 30% of *Studio One* commercials have been on tape since the show moved to Burbank in January.

While there has been some added cost for tape, Powers said, he has been able to use tv recordings without an increase in the budget. The added cost is for tape facilities—$500 an hour of actual use—plus the cost of a studio and crew (in taping, the studio is not shared with the show). One way of keeping the cost down, said Powers, is to shoot two weeks of commercials in a single day. The saving here is about 40% of added costs per commercial.

Powers admits the 40% saving is theoretical because "having time you do things a little more perfectly. The actual saving thus comes closer to 15%."

Commercials first?

A number of people feel that in the beginning taped commercials will see more use than taped programing. Jack Burrell, manager of technical operations for NBC in Burbank, reports that the demand for tape machines in network repeats will limit their use for other purposes. But, he said, the instantaneous playback abilities of tape, will cause a heavy demand for the recorders to produce commercials when they are available. Next step, according to Burrell: recording weekend programing during the week.

Murray Bolen of B&B's West Coast office foresees 2% of program production and 20% of commercial production on tape by this time next year. The 20% figure includes replays. He has advised two clients interested in taped commercials, however, not to get mixed up in it until the union picture gets clearer.

Besides the *Studio One* commercials, taped plugs on CBS include an All-State commercial on *Playhouse 90* and a few done on Art Linkletter's *Houseparty* for daytime airing. A big factor in taping commercials now is convenience, said Guy della Cioppa, director of CBS networks shows in Hollywood. Linkletter, for example, had his commercials taped so he could go to the Brussels Fair.

As for outside commercial firms, there appears more interest in the East than the West. Two studios in New York with Ampex equipment on hand are Telestudios and Elliot, Unger and Elliot.

George Gould, president of Telestudios, said his Ampex recorder was available for immediate use by agencies, sponsors and package producers. He estimates that tape can save about 40% in the production of commercials. Telestudios plans to hold a series of workships to familiarize admen and producers with tape techniques.

In the program area, Gould said that he was negotiating with two producers for taped program series, one of them being a soap opera.

Bill Unger of Elliot, Unger and Elliot, made clear his belief that tape will not be in competition with film but with live commercials. "Tape cannot do everything," he said. "Outdoor shooting with tape is not practical. I'll bet a western shot with tape will cost five times what it cost on film. On the other hand, tape is ideal for a pilot on a live tv show."

Unger felt sure that a substantial number of his firm's clients could reduce commercial costs by shooting on tape. He warned against over-simplifying the cost picture, however.

Tape will be competitive with live commercials rather than film, says Bill Unger of Elliot, Unger and Elliot, one of New York firms using the method. Firm has spent $100,000 so far on equipment, which includes recorder, camera chain. But that's only the bare minimum, he says

"You can't say flatly that tape will save so much money. It depends on the commercial."

Unger is concentrating now on experimenting with his equipment. He regards it as a new medium and said it can't be used to best advantage until techniques are explored.

Switchover

West Coast commercial producers are playing it cagey on tape. Jack M. Warner, vice president of Warner Bros., disagrees with a prediction made by one SAG official that all of the major studios will have tape in use by a year.

"Warners," he said, "will adjust to meet a changing situation but will not plunge right now into the purchase of equipment for which it doesn't see an immediate need." He added he considered the Ampex recorder too expensive for the big producer as well as the little guy. Significantly, Warner also made the point that the studio would not make plans for tape production until union jurisdictional problems are ironed out, especially among the technical unions.

A similar viewpoint came out of MGM. Both Sam Marx, executive producer at MGM-TV, and Bill Gibbs, director of industrial and commercial films at MGM, took the position that it is premature to use tape for production.

It is clear, however, that once the majors feel the time is ripe they will jump into tape with both feet. It is also clear that once the labor tangle is unsnarled so will everybody.

You get Sunday off, too!

KNXT, CBS o&o in Los Angeles, is now producing a weekly taped news analysis program, reportedly the first station to do so.

The show, *Clete Roberts Special Report*, is seen Sundays at 4:30 p.m. and is sponsored by Salem.

Roberts said the picture is not only of high quality but that even film inserts on tape look better than the original.

Another advantage is that Roberts and agency men from Esty don't have to work on Sunday.

As for the station, it reports that the Roberts show and other taped programing is making it possible to get more work from the same manpower.

IS VIDEOTAPE PRACTICAL NOW? AMPEX GIVES SOME ANSWERS

Because of the wide lack of knowledge concerning the use of videotape and the cost of its installation, SPONSOR asked C. R. Paulson (picture above), national sales manager, Professional Products Division, Ampex Corp., to give his answer to certain statements commonly made about Ampex equipment. The statements and his answers are shown in this question-and-answer form.

Q. *Will the cost of conversion to videotape operations for a tv film company exceed* $200,000?

A. A tv film studio wishing merely to substitute tape for film as the recording medium, continuing to shoot with one camera and one mike, need invest no more than $70,000. But this is not the way for a progressive film company to plan its move into its future bread-and-butter operation. A basic black-and-white videotape production center, consisting of two cameras, a video effects generator and switcher, and an Ampex VR-1000 Recorder, will cost about $100,000. A more elaborate production system, or color recording capabilities, will still not put the system price over $200,000. Further, any business manager realizes that his cost of operation consists both of original system amortization and running operating costs. In the latter area, the differential between film and tape costs becomes most startling.

Q. *Is it true that there will be no real break-through for videotape until editing becomes practical?*

A. The new horizons of flexibility afforded in videotaping have dictated the establishment of a new concept of effects production to replace the limited flexibility of film editing. The industry is already using the term "reviding" to denote the techniques of electronic effects generation.

Q. *They say the biggest problem is the interchangeability of tapes, that tapes made on one machine won't play back on any other.*

A. Nonsense. All production-model VR-1000's properly aligned per Ampex standards will play each other's tapes interchangeably. We have a machine now in Milan, Italy, in the U. S. Exhibit of the Milan Samples Fair. Tapes are being made on that machine for playing back over American television networks. We are continually receiving recorded tape samples from television stations and networks which we review on any VR-1000.

Q. *What about the problem of maintaining an adequate supply of tapes.*

A. Yes, this has been a problem since the networks went to such large programing operations with videotape. That is why suppliers of videotape are struggling with (and improving) their ability to produce more tapes faster. It is certain that videotape manufacturers will shortly be geared to supply the new demands of television quite adequately.

Q. *We have no way of knowing whether videotape will last for years. How do we know the high frequencies won't slowly fade out?*

A. Simply because magnetic tape stays permanently magnetized until deliberately or accidentally erased. Proper storage with protection from magnetic field will not damage information previously recorded, even after a period of years.

Q. *Does it cost as much to install videotape equipment as the price of the machine?*

A. Ridiculous. Interconnect the cables, supply proper power, check out the machine—and your VR-1000 is ready to record and play back. If this costs $45,000—someone is paying their help too much. Average installation time has been four to six hours with two men.

Tv spot sells via mail order

KMTV, Omaha, announcers demonstrate J. L. Brandeis merchandise through one-minute spot announcements. Viewers then order merchandise via the telephone or order blanks

Using live tv spot announcements as a mail order catalog is the essence of a unique advertising campaign started last week in Omaha.

The live spots are those of J. L. Brandeis Co., Nebraska's largest department store. Thirty-five times a week, from 10 a.m. to 10 p.m. (seven one-minute spots daily), Brandeis displays and demonstrates merchandise over KMTV merchandise that can be ordered immediately, via telephone or mail order. It works this way:

• Before the actual 52-week campaign began, KMTV and Brandeis combined their mailing lists and sent mail order blanks to the entire list. (KMTV's alone was more than 15,000). The blanks were included in a booklet explaining how to use them in accordance with the spot announcements. (There are no pictures in the booklet).

• When Brandeis began its spot schedule, it culled 35 items to be shown each week from various departments in the store. Each item is given an order number, for viewer convenience; each spot is devoted to one or two items.

Brandeis also added a giveaway attraction to the announcements, a free item during each spot. Each mail order book contains a home viewer award number; in the course of a spot announcement a number is called. The merchandise being advertised in the spot is given free to the holder of that number.

In-store traffic, whch has already increased noticeably on those items advertised, is considered by Brandeis to be an extra plus to the campaign. The announcements are merchandised to the extent that advertised items are promoted through counter displays. In addition, Brandeis has devoted one window to a closed-circuit tv set that duplicates the announcements.

Although the long-term campaign—which KMTV claims is the largest single package ever negotiated in Nebraska—has barely gotten underway, Brandeis is more than satisfied with the outlook for its first tv venture.

First sales results haven't been tabulated. But within the first week of airing the spots, Brandeis received more than 700 requests for additional order books.

RADIO 1958

By Bill Miksch

The trend toward "off-beat" radio commercials that began a little over a year ago is still going strong—and now looks like it's getting even stronger.

Copy is more interesting and entertaining and jingles are livelier and sprightlier than ever. In fact, anyone who was following the medium in 1946 would scarcely recognize the relationship of commercials then and now.

The old George Washington Hill concept of "shock and annoy 'em" appears to be entirely dissipated. It will be a long time until anyone in a copy department comes up with a shocker like "Spit is an ugly word" or a "Lucky Strike green has gone to war" phrase repeated ad nauseum.

This does not mean that "hard sell" has passed away, supplanted by "soft sell." Today's radio commercial is probably the "hardest" sell ever because it comes sugar-coated.

John Blair Co., station representatives, recently conducted its second annual Spot Radio Commercial Survey in which 2,232 agency, client and broadcasting executives picked their favorite commercials. Mentioned as top-flight were 228 radio commercials —some regional, some national. First place went to Dodge (Grant Advertising). The next five, in order of preference, were: Beech-Nut Gum (Y&R), Chesterfield Cigarettes (Mc-E), Camel Cigarettes (Esty), Pepperidge Farms (Ogilvy, Benson & Mather), Budweiser (D'Arcy).

The trends

What trends in radio commercials were uncovered during this survey? Most significant, according to Paul Blakemore, Blair's advertising manager, were these:

• The obvious effort in the advertising agency creative field to link the characteristics of the product with the characteristics of the radio commercial.

• The very thorough study that agencies are making in the use of sound.

...IGHT SELL

• The trend toward "off-beat" commercials continues strong. Agencies explore the dramatic effect of sound

• The old concept of "annoyance through repetition" has passed. Now the accent is on more entertainment

• The effort to inject entertainment into the radio commercial.

The Dodge commercial which came in first is a good example of both the intelligent use of sound and the matching of product with commercial characteristics. The one in the series that seemed to capture most interest was one in which the length of the car was stressed through sound. The actor announced he would walk the length of his Dodge; then was heard a measured footfall that suggested the chassis stretched from Newark to Pittsburgh. When he next spoke, his voice sounded as though it came from a great distance. No mere mention of feet and inches could have so dramatically demonstrated the Dodge's overall length.

Ogilvy, Benson & Mather's radio commercials for Pepperidge Farms (starring ex-Allen's Alleyite Parker Fennelly) are another outstanding series that point up the matching of product characteristics with commercial copy. They achieve, without the least boredom, the most difficult task of a radio commercial: telling the whole product ingredient story.

In the entertainment area, Y&R's commercials for Beech-Nut Gum are unique in selling a reasonably-priced impulse item through a ratio of about six lines of humor to one line of sell. The only product story they have to tell is "flavor," and this is accomplished painlessly from a listener's standpoint. In fact, so captivated have radio audiences become with the Beech-Nut historical parodies that stations throughout the country get many

SUBTLE HUMOR IS KEY TO THIS COMMERCIAL...

SOUND: THEME MUSIC

FRIENDLY: My name is Warren P. Burchfield, friendly young druggist, with another story of blessed relief thanks to Johnson's Back Plasters. I'd been out making deliveries when my bicycle chain broke, and I was picked up by a gentleman driving a dynamite truck. Almost immediately he turned to me saying . . . (*SOUND:* CAR MOTOR)

DRIVER: Notice the grimace of pain etched on my rugged outdoor features?

FRIENDLY: Yes. All of the earmarks of a muscular backache.

DRIVER: Exactly.

FRIENDLY: Well, there's no need to tolerate that. This Johnson's Back Plaster treats a backache as simply as you would a headache.

DRIVER: O.K. Let's switch seats and I'll put it on. (THEY SWITCH) Hey! This warm, flannel backing is giving my muscles firm support along with soothing heat.

FRIENDLY: Yes.

DRIVER: Its prompt relief has begun already. Now I'll be able to continue my active outdoor driving life while enjoying blessed relief . . . (*SOUND:* THEME)

FRIENDLY: And continue it he did. Friends, next time muscular backache strikes *you*, why not say, as others do, "*suffering quickly relieved*" thanks to Johnson's Back Plasters. (*SOUND:* THEME MUSIC FADES)

Goulding-Elliott-Graham with N. W. Ayer produced this series for Johnson & Johnson for use on CBS Radio

...AND REVIVAL OF OLD COMEDY TEAM MARKS THIS

JANE: Dear, I'm going to the store with my shopping list. Do you want to add anything?

ACE: Let me see the list. Liver — bacon — asparagus — mink coat — chocolate cake — oh no, Jane.

JANE: Now dear, you promised I could go in and see about that mink coat.

ACE: It's not the coat. You left off Lady Borden ice cream.

JANE: Oh, I ordered Lady Borden this morning. It's the cream of the creams.

ACE: I know.

JANE: It's made with extra, extra cream.

ACE: Yes, Jane, I know all about that.

JANE: No other ice cream can make that statement.

ACE: Oh, I don't know. I was talking to a dish of ice cream just the other night and it told me —

JANE: I'll bet it wasn't Lady Borden. Lady Borden is premium *quality* ice cream.

ACE: Well, I'm glad you remembered to order it.

JANE: Oh, I've got a memory like a donkey.

ACE: You mean an elephant?

JANE: Dear, you vote your way, I'll vote my way.

ACE: That's a deal.

JANE: Hahaha, I thought you were getting mad because I put the mink coat on the list.

ACE: Jane, you keep ordering Lady Borden ice cream and you can have all the mink coats you want.

JANE: Oh sure. Only on radio you tell me that.

ACE: It's cheaper that way.

For Lady Borden ice cream, Goodman Ace created this series with Doherty, Clifford, Steers & Shenfield Agency

unsolicited commercials written in the same vein by radio fans—and they're good!

It must sell

Ed Graham, who with radio/tv stars Bob and Ray have formed the firm of Goulding-Elliott-Graham and are generally credited with the present creative surge in radio copy (they sired Piel Brothers, Bert and Harry, and the more recent sensation (see page 39)—Emily Tipp for Tip Top Bread), points out one pitfall of the present trend of humor commercials. "A good salesman," says Graham, "has a sense of humor, but he never loses sight of the fact that he's out to sell. Just being funny is not enough. And to try to be too funny can backfire. A straight commercial well done is still preferable to a comedy commercial that falls flat." G-E-G never forgets the sell; the humor of Bert and Harry Piel, for instance, comes naturally from their very earnest effort to sell beer.

Goodman Ace, tv and radio's highest-paid comedy writer, has done a series of five commercials for Lady Borden's Ice Cream and five for Borden's Coffee. But he has worked closely with Harry Bressler, vice president and director of radio/tv commercials for Borden's agency, Doherty, Clifford, Steers & Shenfield. Ace and his wife, Jane, have revived the characters that were a sensation in radio programing during the 1930's—*Easy Aces*—for these commercials, and Bressler makes sure that Borden ice cream or coffee get consistent mention in the scripts.

Bressler likes to call commercials of this type "off-beat" rather than "funny" or "light touch." In his own shop he sees a trend away from jingles, although he feels a *good* jingle in a saturation campaign is still a great thing. "With the resurgence of radio," says Bressler, "it's becoming a problem to get your commercial heard—hence the trend toward 'off-beats.' Where an account doesn't have the budget for saturating a jingle, they can often compensate with ingenuity by slotting less often with interesting and entertaining commercials that command listener attention."

In short, the continuing trend toward quality commercials in radio points up one thing. In the face of tv dominance, the creative radio writer now emerges with a new stature. Like murder, quality will out.

How Compton billing

On 28 April, Compton celebrates its 50th anniversary, with a $75 million rate of billing, 60% in air media

Agency's development in past 10 years reflects big agency revolution to broad marketing service concepts

By Evelyn Konrad

Some 23 years ago, Jake Frazier, then a partner in the Blackman Co. advertising agency, wrote a letter to a former classmate in Cincinnati. By return mail, Frazier had landed the P&G account.

Today, Compton, successor to the Blackman Co., is still a P&G anchor agency. It marks its 50th anniversary on 28 April with billings 10 times bigger than a quarter of a century ago. But as Bart Cummings, Compton's crew-cut young president, puts it:

"Attracting new accounts to an agency has turned from an art into a science."

The aura of scientific specialization today permeates all phases of the agency's operation. Compton senior v.p. Al Flouton defines the agency this way:

"Compton is a businessman's agency, approaching the total job of marketing and using advertising and promotion to achieve profitable marketing goals."

Under Cummings' leadership (he became president in 1955), the growth and change in Compton has reflected recent revolutions in the advertising industry and today puts in focus the role of the advertising agency in the future:

• *Agency growth in the past decade outstripped progress made during any comparable period in advertising history.* Compton mushroomed from $17 million in the late forties to $75 million in 1958.

• *Compton's air billing accounts for the lion's share of agency growth.* Today it represents nearly 60% of total agency billing, or some $45 million. This is a rate comparable to or above the rate of air billings at the top 30 air media agencies.

• *Compton has capitalized on the*

CURRENT COMPTON TELEVISION ACTIVITIES

Tv network shows	Origination	Sponsor
Wyatt Earp	ABC Hollywood	Gleem, Drene
The Guiding Light	CBS New York	Ivory, Blue Dot Duz (Duncan Hines, Sectional)
Doug Edwards & The News	CBS New York	American Can
House Party	CBS Hollywood	Inst. & Reg. C&S Coffee
This Is Your Life	NBC Hollywood	Ivory Bar
Trackdown	CBS Hollywood	Socony
Leave It To Beaver	CBS Hollywood	Remington Rand
Edge of Night	CBS New York	Inst. & Reg. C&S Coffee

Tv syndicated shows	Markets	Sponsor
State Trooper	Green Bay, Wis.	Hieleman
Sea Hunt	10 Midwest mkts.	Hieleman
Highway Patrol	San Diego, Cal.	Fizrin
Last of the Mohicans	14 West Coast mkts.	Langerdorf
Annie Oakley	Roanoke, Va.	Big Top Peanut Butter
Annie Oakley	Charleston, W. Va.	Big Top Peanut Butter
Badge 714	Paducah, Ky.	Sterling

Current tv properties enjoy average low $2.98 cost-per-1,000 commercial minutes

ncreased 450% in 12 years

importance of marketing services and through them has developed a close tie with innumerable phases of its clients' total business that were Never-Neverland for the agency of yesteryear.

"We're as concerned with our clients' profits as we are with their sales," says Compton's 44-year-old president, Bart Cummings. "Such an outlook puts product advertising into a different perspective and makes it necessary for the agency to be intimately concerned in all areas of developing and marketing a product, not merely the promotion of this product to the consumer."

Client service

Cummings' concept of client service today is in line with the attitude of management in most major agencies today. But implicit in it are two by-products that give Compton growing concern:

(1) If agency service of the future is to be performed in terms of clients' total needs to insure profitability rather than the creating and placing of ads, how can agency remuneration be put on an equitable base?

"We're not irrevocably committed to the 15% commission, if we can find a better way," says Cummings. "We've talked to some of our clients about it in search of a solution, but there's none forthcoming yet. Certainly clients need differing levels of service and some are not as profitable to us as others."

For instance, Compton has been knee-deep in new product development for its clients—a type of venture that's always a costly investment for an agency at the start. During the past decade, the agency worried through the birth of 15 such new products, saw one-third of them mature to national distribution, but invested as long as five years in the development of one product before the agency broke even.

The solution, according to Cummings: "To keep client confidence at a peak and account shifting to a minimum, so that such in-depth investments can be mutually profitable. Basically, clients don't like agency-hopping any more than agency management. It costs them money because of training time and the inevitable advertising hiatus during the new-agency-client honeymoon."

Advance planning, keynote to Compton's growth, includes projecting client air spending for two or three years. Studying figures above are Bart Cummings, pres. (r) and Jim Fleming, executive v.p. Future growth includes plans for future client diversification

(2) Can agencies lose their creative function in the maze of new services that are more and more tenuously related to the actual sale of products to consumers?

"Agencies have developed increasingly into top-level management consultants as well as marketing experts," says Bob Holbrook, Compton board chairman, who came into the agency in 1933 during the era of Jake Frazier, Larry Mead and Dick Compton (McE's president Marion Harper, Sr., was a partner of the agency for a time, Holbrook recalls).

"But agencies can acquire the stature needed to assume this role without impairing their primary creative function. The agency with a broad business outlook channels its creativity, and thus effects contribution to the marketing process.

Nonetheless, the era of multiple services has made its impact on Compton. The stress is upon "team-work," not on the forcefulness or creative genius of any one individual.

"The era of colorful individualistic agencymen is not gone," says Holbrook. "The same range of men and talents exists now, but today an agencyman cannot be a one-man band."

Diplomatic a/e

At Compton a role of diplomacy falls to the account executive, who becomes an administrator and coordinator of the agency service, rather than the originator of advertising ideas. His role is to "stimulate creative thinking on many fronts."

Characteristically, under Compton's account executive training program, trainees are either rotated through the media, research or market planning departments during their two-year incubation period, or else assigned directly to account supervisor "godfathers" charged with developing in them a business outlook.

Creative strength lies within the specialized departments, and here the individual department heads stamp the approach to campaign planning with their own personalities.

Lewis Titterton, tv/radio programing v.p., today heads up a department of 10 people in Compton's L.A. office and, totaling 36.

"When I came into the agency in 1944, there were eight of us handling radio," Titterton told SPONSOR. "Tv required considerable staffing."

A slender, mustached man with a British accent, Titterton has a "feel for public tv taste" that resulted in Compton beating the cost-per-1,000 commercial impressions of the average network evening show by nearly $1 with its current properties.

The agency's television network shows (not counting programs in which Compton clients buy participations) include such top-rated vehicles as *Wyatt Earp* and *Trackdown*. (See listing of Compton properties on opposite page.)

"We feel that Westerns, when they're good, will hold up through

(*Please turn to page* 70)

Test your advertising I.Q. . . .

SPOT RADIO

This questionnaire on spot radio is the first in a series of "fun" quizzes to help you test your general knowledge in all phases of air media advertising. Future subjects in the series will include network radio, spot and network tv, film, timebuyers, reps, agencies, and other industry areas. If you have been reading SPONSOR regularly, these quizzes should be fairly easy to crack since answers to the questions have, in many cases, appeared at sometime in print. Original sources are mentioned where it seems advisable. Each question has multiple answers; pick the one you believe to be right. Answers and scoring appear on page 40. Good luck —and have fun testing your own knowledge of spot radio.

1) The biggest advertiser in spot radio in 1957 was:
a. Procter & Gamble
b. General Motors
c. General Foods
d. American Tobacco

2) 1935 was the first year that advertising expenditures in spot radio were tabulated. How much was spent in spot radio in 1935?
a. $4,000,000
b. $9,000,000
c. $14,000,000
d. $19,000,000

3) How much was spent in 1948?
a. $75,000,000
b. $98,000,000
c. $134,000,000
d. $177,000,000

4) According to the best estimates, how much did advertisers spend in spot radio last year?
a. $65,000,000
b. $185,000,000
c. $250,000,000
d. $345,000,000

5) What was the first radio station ever to carry a spot commercial?
a. WEAF, New York
b. KQUE, Albequerque
c. WBBM, Chicago
d. KDKA, Pittsburgh

6) What *industry* spends the most money today in spot radio?
a. Food
b. Cigarettes
c. Soap
d. Automobiles

7) Which advertising agencies tied for first place in spot radio billings?
a. Mc-E and Esty
b. JWT and B&B
c. B&B and Mc-E
d. BBDO and Mc-E

8) Which of the following is *not* a common spot radio commercial time segment?
a. 10 seconds
b. 15 seconds
c. 20 seconds
d. 30 seconds

9) Who was the first big advertiser to buy spot radio chain breaks in large quantities?
a. Barbasol
b. Chevrolet
c. Beech-Nut
d. Bulova

10) During 1957, which *one* single product was advertised more than any other on spot radio?
a. Pepsodent
b. Maxwell House coffee
c. Ford cars
d. Pepperidge Farm Bread

11) Of the cigarette companies, which is the largest user of spot radio?
a. R. J. Reynolds
b. Liggett & Myers
c. American Tobacco
d. Philip Morris

12) Of the oil companies, which is the largest user of spot radio?
a. Texaco
b. Continental Oil
c. Standard Oil of N. J.
d. Sinclair Oil

13) Of the soap companies, which is the largest user of spot radio?
a. Procter & Gamble
b. Lever Brothers Co.
c. Colgate Palmolive Co.
d. P. T. Babbitt Co.

14) Of the automobile companies, which is biggest spot radio spender?
a. Ford Motor Co.
b. General Motors Corp.
c. Chrysler Corp.
d. Volkswagen

15) How many a.m. stations carry spot commercials?
a. 1905
b. 2137
c. 3222
d. 5487

16) In spot radio, the term R.O.S. means:
a. Right On Schedule
b. Run Of Schedule
c. Rent Or Sell
d. Rescue Our Salesmen

17) In spot radio, the term T.F. means:
a. Ten Four
b. Time Firm
c. Tuned Frequency
d. Till Forbid

18) According to Station Representatives Assn., what percentage of spot radio business emanates from New York?
a. 90%
b. 73%
c. 60%
d. 48%

19) Which of these famous campaigns did *not* run in spot radio?
a. Singing Sam the Barbasol Man
b. It's time to retire
c. Brush your teeth with Colgate
d. Pepsi-Cola hits the spot

20) So far this year, spot radio business is running how far ahead of the same period last year, according to SRA?
a. 5%
b. 10%
c. 15%
d. 20%

Emily Tipp, Ward Baking's Tip-Top lady, has proved a good salesman for wide product line. Stills show her selling doughnuts, bread, rolls

Tv's new star salesman: Emily Tipp

Ward Baking Co. is boosting its share of market with a quaint cartoon character, Emily Tipp, the Tip-Top lady

Designed to combat housewife apathy about white bread brands, she builds interest that is reflected in sales

Several times this week a little old lady named Emily Tipp will appear on some 50 tv stations. She will come on screen carrying a small footstool, set it on the floor, climb its two steps and begin to talk about Tip-Top bread, a product of Ward Baking Co., New York.

Emily, as she's called by Ward officials and account people at J. Walter Thompson, New York, her agency, is one of the more popular personalities on tv. She has received hundreds of letters, poems and greeting cards from her audience; she has several fan clubs (with printed membership cards) which get advance schedules of her tv appearances, and on 1 April some public schools in New Jersey held birthday parties for her with Tip-Top cup cakes and candles.

"Emily," the account group head at JWT reveals, "is 61 years old. She is a widow with several grandchildren. Her affection for the baking business, and the name Tip-Top, date back to her childhood; as a little girl growing up in upstate New York her father owned a bakery where he made and sold cakes under the label Tipp's Top Quality Cakes.

"We think Emily is a wonderful spokesman for Tip-Top," the group head continues. "She's certainly mature; indeed in some ways she's a little old-fashioned. But she's had a family, and experience in home-making, so she knows about such problems. She's not impressed with newfangled ideas—her clothes show that—but, by the same token, she has great integrity and won't compromise with quality."

There is, of course, one catch. Emily Tipp is a cartoon creation.

And a very successful one. She was created by Ward's account group at JWT. Ed Graham, Jr., of Graham, Goulding, Elliot (also producers of Bert & Harry Piel) contribute to the dialogue and action.

She debuted last 12 July in three test markets—St. Louis, Birmingham and New York. Her success was immediate and higher than planned. The agency had commissioned an advertising awareness study in the three markets before the series started, and have followed up with two since. This is how successful the Emily Tipp spot campaign has been:

	June 1957 (Before spots began)	March 1958
Use Tip-Top as regular brand	19%	25%
Consumer awareness of Tip-Top as brand	69	87
Consumer awareness of Tip-Top advertising	46	84
Recall of Tip-Top advertising message	17	69

Backing a winner

Following the test marketing the company and agency threw their full advertising weight behind the obvious

R. Arnold Jackson, president, Ward Baking Co., believes friendliness of Emily Tipp, plus soft sell, makes her welcome to tv viewers

A. F. (Gus) Guckenberger, vice-president for sales and marketing, planned commercials to build housewife interest for Tip-Top bread

Though she was created specially for tv, Emily Tipp is used in a variety of places by Ward Baking to get top merchandising mileage from the campaign. Top left is a point-of-purchase piece for stores; bottom left is a car card, and top, an end label for bread loaf

winner. A heavy spot campaign went into all the markets in which Tip-Top has distribution on 7 October, running for six weeks. The campaign is continuing in flights: after going off in November, it came back in early January through late March. It's on again now till June, then takes a summer hiatus, returning in the fall.

The campaign covers the company's 21 markets, concentrated largely on the east coast, running as far west as St. Louis. These major markets, plus surrounding agency points, comprise about 37% of the national market.

The air campaign is all spots, primarily tv, running on about 50 stations. They are split about evenly between 20's and 60's. Some 13 radio stations carry spots, but these are used in markets where tv penetration is weak or nonexistent, or to reach special markets, such as foreign or racial groups. In addition outdoor boards are used regularly, with newspapers employed only to introduce new packaging.

The company is giving the campaign heavy support. Ward's total advertising budget, SPONSOR estimates, is about $3,000,000, including sales promotion. Of the media budget about three-quarters goes into tv, with the remaining quarter divided between radio and outdoor, the latter somewhat heavier.

Why was tv chosen? Two reasons, according to the JWT group head. First, since Emily is a cartoon character, she needs animation and motion. Another reason is tv coverage; though the company sells in only 37% of the country's total market, this group has over 50% of the tv sets.

The selection of spots as the vehicle for carrying Emily Tipp also resulted from multiple considerations. In previous tv campaigns the company used participations in children's shows. It wasn't totally successful. Says the group head: "We could get the kids to ask for Tip-Top, but somehow this wasn't translated into sales. I think premiums are the only incentive that really activates children."

So with Emily Tipp it was decided to change the approach, by using the interest generated by the commercials, rather than creating program interest.

ANSWERS TO SPOT RADIO I.Q. QUIZ

1) d. So you thought of P&G, eh?
2) c. $14 million. SRA estimate.
3) c. $134 million. SRA estimate.
4) b. $185 million. SRA estimate.
5) a. On Aug. 28, 1922, The Queensboro Corporation of Queens, New York, paid $100 for 15 minutes on Manhattan's WEAF to advertise real estate in Jackson Heights, then a cornfield—now a major suburb.
6) a. Food is the category that leads with an estimated annual investment currently running in the neighborhood of about $117 million.
7) d. Mc-E and BBDO tied for top spot radio billings honors.
8) b. 15-second spots are virtually unknown in spot radio.
9) d. Bulova, back in the 1930's began the chain-break custom with its buy of time-signals.
10) a. "You'll wonder where the yellow went" was the line most often heard on spot radio in 1957.
11) c. American Tobacco's Hit Parade campaigns help boost higher still this heavy user of spot radio.
12) a. Texaco led, but Sinclair's big saturation of "quickies" ran close.
13) b. Pepsodent push put Lever at top, but Colgate was crowding.
14) a. Ford Motors just about managed to edge out Chrysler Corp.
15) c. Latest FCC count is 3,222—and they all sell commercial time.
16) b. More run-of-schedule is being sold as time slots fill up.
17) d. Till forbid—heaven forbid!
18) c. This figure has varied little through the years.
19) b. Don't hear much about Fisk Tires today, do you?
20) c. Not like 1957's gain—but substantial nonetheless.

HOW DO YOU RATE?

Score five points for each question you answered correctly. Here's how you rate:

85 to 100

You're an authority on spot radio. You should be head of a radio rep firm or an agency media director, if you aren't already.

70 to 80

You're well versed on spot radio, and P&G is probably looking for you for its broadcast media staff.

55 to 65

You ought to stay home a few nights and read SPONSOR to brush up on spot radio.

50 or less

Turn in your briefcase and slide rule—you're through!

Housewives were defined as the main target, with children secondary.

Kids and tv

"Nobody has yet invented a device to separate kids from tv," notes the group head, "so we believed that being on tv would guarantee us a young audience. Having decided that, it left us free to select any time periods we wanted. We decided to make a rough split between daytime and nighttime. We feel that we reach more prime prospects, housewives, at less cost, during daytime. But we also want to broaden the base to insure reaching working wives, or other wives out during the daytime, so we go into nighttime too."

There is another plus for spots, the group head says. "Spot permits us to turn around on a dime; we can replace commercials or shift emphasis, on a market-by-market basis, and do it all very fast. Here's an example: One of the Tip-Top products is dessert shells. These are promoted for use with fresh fruits. So we plan to follow the fresh fruit season. We'll begin in the South, where the crop comes in first. Then, as it moves north, we'll move from market to market with it. Only spot gives us this kind of promotional flexibility.

Every Emily Tipp commercial is made for a specific product. So far 20 have been completed. Of these 15 are for white bread, the rest for specialties.

"There are three themes we incorporate into our commercials," explains A. F. (Gus) Guckenberger, Ward vice-president in charge of sales and marketing. "The first is 'Get that Tip-Top feeling,' which gives us name identification. The second theme is 'the protein milk content' of the bread, while the third is an 'energy and growth' idea.

"Each commercial always carries the first thought; then we try to get one of the other two in. We never try to get all three in one commercial. Recall studies show that both the first and second are coming across nicely," Guckenberger adds.

"We had an unusual problem in creating this campaign," he continues. "Though the total bread consumption is up, sales of white bread generally is in an almost continuous decline, thanks to the introduction and wider distribution of other types of bread. Surveys

(*Please turn to page* 72)

A SMALL PREMIUM — BUT BIG SALES

Richard Monson, Pfizer feed supplement ad mgr., says radio proved "very successful"

Terramycin, a frequently-mentioned antibiotic a few years ago, is less publicized today.

Except in farm areas. Thanks to a new program of regional campaigns, Charles Pfizer & Co., Inc., Brooklyn, N. Y., is making livestock farmers conscious of Terramycin and its value as an additive to livestock feed.

It's not an easy "sell" for Pfizer. The company markets no line of feeds itself. Several feed manufacturers offer Terramycin as an additive to their feeds, but they also offer competitive brands.

So Pfizer has to sell the farmer twice. First, that the extra cost of buying feed with its additive will be reflected in better livestock growth. Second, that he should ask specifically for Terramycin.

Early this year Richard Monson, feed supplement advertising manager for Pfizer, began looking over the country for markets with greater potential sales. He decided on the Iowa region, including the state parts of adjacent states. This market is highly competitive for feedstuffs, but rewarding if penetration is successful, since it produces upwards of 3½ million hogs a year.

Monson created a multi-purpose campaign to go into the market. He established a premium offer—a Remington self-charging flashlight, with a retail list price of $7.95, to be given to any farmer who bought a ton or more of feed containing Terramycin.

The campaign began in early March and ran for six weeks. Monson and Leo Burnett, agency for Pfizer's agricultural sales division, selected seven radio stations in the Iowa region with well-known farm directors. Each of these has high repute in his area, and Pfizer wanted this kind of personal salesmanship, to sell the Terramycin theme.

Each of these directors carried the offer three to five times a week during the six weeks. Besides that, each did on-the-spot interviews with successful farmers in his region who were using Terramycin.

A farmer purchasing Terramycin feed was issued a receipt that included not only the farmer's and dealer's names but the name and amount of the feed purchased. A line was added by the dealer which certified "This feed contains Terramycin." The farmer then mailed the receipt to the radio farm director who, in turn, forwarded it to Pfizer for processing.

Besides acting as a promotional aid for the feed manufacturer who included Terramycin in his feed, the promotion aided the feed dealers. Pfizer made available in-store signs that explained the free flashlight offer. Dealer tie-in was strong; they not only used the signs, but used the offer as one of their own promotions.

The Iowa regional campaign ended on April 15. Monson terms the promotion "extremely successful. We expected it to boost our sales," he says, "but the results were far more substantial than we expected. The promotion enabled us to help both manufacturers and dealers, as well as build a stronger identification of our product, Terramycin. The best proof of its success is that we are now planning a similar campaign, for laying feeds, to begin shortly in Texas," he adds.

Radio stations used in the Iowa regional campaign were: WOC, Davenport; WMT, Cedar Rapids; KXEL, Waterloo, and WHO, Des Moines, all in Iowa, KFAB and WOW, both in Omaha, Neb., and WNAX, Yankton, S D.

A 25th anniversary profile

Will Blair be the first rep to hit $100,000,000?

John Blair: "He jumped fast when tv came along"

This month 25 years ago, John Blair entered the radio rep field; tv rep firms were later added in 1948, 1954

Blair's growth—and spot growth—has been so rapid that Blair may be pushing the $100,000,000 sound barrier

So swift has been the acceleration of national spot that within the two or three years the sound barrier of the medium—$100,000,000 a year in tv/radio billings by a single station representative firm—will probably be shattered.

Most likely candidate for this honor is the firm headed by John Blair, which this month marks its first quarter century. Actually, the "firm" comprises three entities: John Blair & Co., the parent company that today exclusively represents radio stations; Blair-TV, founded in 1948 as the first 100% television rep; and Blair Television Associates, a 1954 entry designed to handle stations in markets that do not conform to Blair-TV's sales policy.

In a field noted for its attitude of "don't say anything that may give comfort or aid to the competition" John Blair is more open than most. But even here the closest SPONSOR could get to official billing information was the statement that "during 1957 the radio division handled more national advertising volume than the CBS radio network, the No. 1 biller in radio." Network radio billings are not available, but recently one of the network presidents unofficially told SPONSOR that his 1957 estimate for all net radio was around $60,000,000. That would put Blair Radio alone at more than $20,000,000.

John Blair was not the first national station representative. Nor, until recent years, has he moved into top contention in size or prestige.

What, then, have been the forces that have brought Blair to a leadership position?

The team concept

John Blair, who entered the national rep field via General Outdoor Advertising and J. Walter Thompson, would debate (perhaps even resent) the conclusion that it is John Blair himself. He is wedded to the concept that the team makes the firm.

John Blair looks like a man who knows his mind. He does. He looks tough and decisive. He is. He looks like a man who gets things done. He does. He looks like a man whose mind is not easily changed. It isn't.

What doesn't show as readily on his rugged features are key tenets that characterize the way he lives and that mould the firms he heads.

John Blair believes that you work for what you get. He is generous with the men in his organization who produce; impatient with those who don't.

He believes in strong leadership, but doesn't stop there. Significantly, when men like Murray Grabhorn, George Bolling, Dick Buckley, Bill Weldon and Bob Eastman left, their successors carried on with ever-increasing success. The reason: Blair picks his top men carefully, rewards them well, and backs them up with a hard-hitting, tightly-knit team of sales-producers, research specialists, sales-development experts, program consultants. While Blair has said, "The only asset our company has is the people who make it up," it is well to note that his people must fit into a philosophy that calls for ever-expanding service to Blair clients. It is not unknown for Blair to take an also-ran station, research it from stem to stern and recommend new rate cards, new sales techniques, and new programing—in short, a new station. In the process, Blair experts, on the radio side for instance (Art McCoy, Ward Dorrell, Wells Barnett, among others) will spend countless hours in hotel rooms as well as all-night station sessions analyzing the station and its competition.

Blair bids high for the men he wants. When Bill Weldon resigned as

(*Please turn to page* 73)

Web radio's warm weather clients

Spring season sees clients interested in outdoor activities and housecleaning buying into network radio

Four network total of sponsored hours for week beginning 26 April is 104.7 hours — same as last month

Network radio saw a variety of newcomers purchasing time this month.

A majority of these sponsors have one common aim—to capitalize on the warm weather ahead.

For example, with an eye on spring housecleaning, the O'Brien Corp., makers of varnishes, enamels and paint, purchased 80 minutes of time on various CBS shows; Grey Industries, for its Silvaplate, Rub-on-Silver, etc., bought into 50 minutes of newscasts on MBS; A&M Karagheusian (NBC) and C. H. Masland & Sons (CBS), both carpet companies, purchased in time for a spring cleaning and buying campaign.

With warm weather adding to outdoor activity, Evinrude Outboard Motors bought into *Monitor* (NBC); Hertz Rent-A-Car purchased news segments on CBS; Quaker State Oil Refining Corp. increased its time on MBS; and Commercial Investment Trust Co. bought into *Monitor* for automobile financing.

Here's a rundown of other happenings by networks:

ABN: Some incoming sponsors are Ex-Lax, Philco, and Kitchen Art Foods. Clients out include Chevrolet, Liggett & Myers, Toni and The Texas Co.

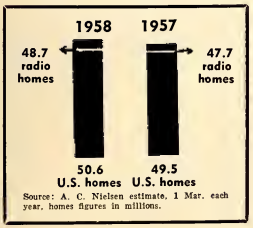
CBS: Two publishing firms purchased time—Hearst and Cowles. Other newcomers are Beechnut-Life Savers and Faultless Starch. Dodge, Edsel, Nestle, Grove Labs and Johnson & Johnson are out.

MBS: Added sponsors include The National L.P. Council and Grey Industries.

NBC: New business included buys by Behlen Mfg., Burlington Industries. Carling Brew, General Electric and Ruberoid. Out are the Campbell Soup Co., Nestle and Kiplinger.

1. RADIO'S DIMENSIONS TODAY

Radio homes index



Source: A. C. Nielsen estimate, 1 Mar. each year, homes figures in millions.

Radio station index

	Stations on air	CPs not on air	New station requests	New station* bids in hearing
End of March 1958				
Am	3229	88	418	115
Fm	540	72	49	11
End of March 1957				
Am	3021	212	361	148
Fm	540	46	54	0

Source: FCC monthly reports, commercial stations. *December each year.

Radio set index

Set location	1957	1956
Home	90,000,000	82,000,000
Auto	35,000,000	32,000,000
Public places	10,000,000*	10,000,000
Total	135,000,000	124,000,000

Source: RAB, 1 January 1956, 1 July 1957, sets in working order. *No new information.

Radio set sales index

Type	Feb. 1958	Feb. 1957	2 Months 1958	2 Months 1957
Home	**420,065**	525,029	**954,705**	1,088,392
Auto	**268,445**	522,859	**618,124**	1,044,483
Total	**688,510**	1,047,888	**1,572,829**	2,132,875

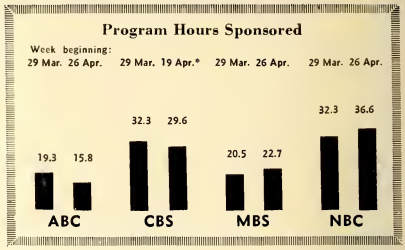
Source: Electronic Industries Assn. (formerly RETMA). Home figures are retail sales, auto figures are factory production.

2. NET RADIO'S CURRENT CLIENT LIST

Chart at right shows a four-network breakdown of radio sales, in terms of program time, for the current week* compared with four weeks ago. Sales figures in business indicator are taken from the complete current list of network radio clients below as well as the previous list run in the last issue of Radio Basics. For purposes of comparability, 6-second and 8-second commercials are considered as 30 seconds of program time while 20-second and 30-second commercials are considered two minutes of program time. In the list below, covering week beginning 26 April, minute commercials sold as such are figured as five minutes of program time.

*CBS figures are for week beginning 19 April.

NETWORK BUSINESS INDICATOR



ABC

AFL-CIO: institutional; *Ed. P. Morgan;* 75 min.; *J. W. Vandercook;* 25 min.

American Cyanamid Co.: Ancronized chicken: *Breakfast Club;* 10 min.

Assemblies of God: religious; *Revivaltime;* 30 min.

Bankers Life: White Cross Hospital Plan; *Paul Harvey;* 15 min.

Beatrice Foods: Thomas D. Richardson Co.; *Breakfast Club;* 10 min.

Bristol-Myers: Bufferin; *Breakfast Club;* 15 min.

Buitoni Foods: spaghetti; *Breakfast Club;* 5 min.

Campana Sales: Ayds, Italian Balm; *Breakfast Club;* 5 min.
Ex-Lax: *Newscasts;* 20 min.

Food Specialties: Appian Way pizza pie mix; *Breakfast Club;* 5 min.

Fred Fear Easter Eggs Color Co.: Chick Chick egg colors; *Breakfast Club;* 10 min.

General Mills: Cheerios; *Weekend Newscasts;* 50 min.

Gospel Broadcasting: *Old Fashioned Revival Hour;* 30 min.

Billy Graham: religious; *Hour of Decision;* 30 min.

Highland Church of Christ: religious; *Herald of Truth;* 30 min.

Kitchen Art Foods: Py-O-My Mixes; *Breakfast Club;* 10 min.

Krechmer Corp.: wheat germ; *Breakfast Club;* 5 min.

KVP Co.: freezer wrap, shelving paper: *Breakfast Club;* 5 min.

Lewyt Corp.: vacuum cleaners; *Breakfast Club;* 5 min.

Maglo Products: silicone ironing board covers; *Breakfast Club;* 5 min.

Midas Muffler: auto mufflers; *Weekday Newscasts;* 25 min.

Miller Brewing: High Life; *Newscasts;* 45 min.

Milner Products: Perma Starch, Pine-Sol; *Breakfast Club;* 10 min.

C. H. Musselman Co.: apple sauce; *Breakfast Club;* 10 min.

National Brands, div. of Sterling Drug: Dr. Caldwell's; *Sunshine Boys;* 25 min.

Nylonet Corp.: Ice Cake foot lotion; *Newscast;* 10 min.

Oral Roberts Evangelistic Assn.: religious; *Oral Roberts' Broadcasts;* 30 min.

Philco Corp.: electrical appliances; *Breakfast Club;* 10 min.

Plough: Musterole, St. Josephs Aspirin, etc.; *Newscasts;* 45 min.

Radio Bible Class: religious; *Radio Bible Class;* 60 min.

R. J. Reynolds: Camel; *Weekday Newscasts;* 25 min.; *Weekend Newcasts;* 90 min.

Sonduro Company: floor covering; *Breakfast Club;* 5 min.

Scholl Manf.: Zino Pads; *Breakfast Club;* 5 min.

Van Nuys Savings and Loan Assn: *Breakfast Club;* 10 min.

Voice of Prophecy: institutional; *Voice of Prophecy;* 30 min.

World Vision, Inc.: religious; *Dr. Bob Pierce;* 30 min.

Dr. Thomas Wyatt: institutional; *Wings of Healing;* 30 min.

CBS

Aero Mayflower: *George Herman News, Griffing Bancroft, Eric Sevareid News;* 60 min.

American Bird Products: *Houseparty;* 7½ min.

American Home Foods: *Ma Perkins, Dr. Malone;* 20 min.

Armour: *Arthur Godfrey;* 15 min.

Barbasol; *Sports Time;* 15 min.

Beechnut-Life Savers: *Helen Trent, Nora Drake, Dr. Malone, Couple Next Door;* 50 min.

Best Foods: *Gunsmoke, Galen Drake, Amos 'n' Andy, Suspense, Johnny Dollar;* 30 min.

Bristol-Myers: *Arthur Godfrey, Helen Trent, Mrs. Burton, Ma Perkins;* 82½ min.

Compono Sales: *Robt. Q. Lewis;* 5 min.

Carnation Co.: *Houseparty;* 15 min.

Chun King Sales: *Arthur Godfrey;* 15 min.

Clairol: *Galen Drake,* 5 min.

Colgate-Palmolive: *Backstage Wife, 2nd Mrs. Burton, Our Gal Sunday, Dr. Malone;* 37½ min.

Comstock Foods: *Robert Q. Lewis;* 5 min.

Cowles Magazines: *Robert Q. Lewis;* 5 min.

Curtis Circulation Co.: *Arthur Godfrey;* 15 min.

(*Please turn to page* 46)

NOTE: Data on time purchased refer to weekly brand or advertiser total. In cases where groups of brands precede a show or group of shows, it was not possible to pinpoint which brands were advertised on each show or on which days of the week the brands were advertised. Except for about half a dozen of their sponsors, brand information was not available from CBS. List shows client sales known up to 18 Apr. All data are in terms of program time, except for MBS and NBC where commercials shorter than a minute are listed separately.

In the leadership spotlight ...WGN - radio!

WGN LEADS ALL OTHER CHICAGO MEDIA IN HOMES REACHED!

That's why top-drawer advertisers buy WGN-radio in Chicago.

And you will be in the best of company when you join the nation's smartest time-buyers who select WGN with confidence year after year. Because WGN helps sell millions of dollars worth of goods for these top-drawer clients. New, better-than-ever programming for '58 is in keeping with WGN's policy of top quality at the lowest possible cost.

RADIO'S CURRENT CLIENT LIST *continued . . .*

Ex-Lax: *City Hospital, Galen Drake, Gunsmoke, Johnny Dollar, FBI, Sez Who, Amos 'n' Andy;* 55 min.

Faultless Starch: *World Tonight;* 15 min.

Ford Motor: Ford div.: *Ford Road Show, Bing Crosby, Rosemary Clooney, World News Round-up, Arthur Godfrey, Edward R. Murrow, Musical Variety;* 280 min.

Frito Co.: *Arthur Godfrey;* 15 min.

General Electric: *Houseparty;* 22½ min.

General Foods: *Arthur Godfrey;* 30 min.

General Mills: *Robert Q. Lewis, Amos 'n' Andy, Galen Drake, Sez Who;* 20 min.

General Motors: Chevrolet; *News, Allan Jackson, Robert Trout;* United Motors; *Lowell Thomas;* 160 min.

Hartz Mountain Products: *Arthur Godfrey;* 15 min.

Hearst Publications: div. of Hearst Corp; *Our Gal Sunday, Dr. Malone, Road To Life, 2nd Mrs. Burton;* 30 min.

Hertz Systems: *Business News, Bill Downs—News, News;* 60 min.

Home Insurance Co.: *Jack Benny;* 30 min.

Hudson Vitamin Products: *Garden Gate;* 5 min.

Kendall Co.: *Galen Drake, Robt. Q. Lewis, Amos 'n' Andy;* 15 min.

Kitchens of Sara Lee: *Arthur Godfrey;* 15 min.

Knouse Foods: *Arthur Godfrey;* 15 min.

Lewis-Howe Co.: *Robt. Q. Lewis;* 5 min.

Libby, McNeil & Libby: *Arthur Godfrey;* 15 min.

Liggett & Myers Tobacco Co.: *Gunsmoke;* 10 min.

C. H. Moslond & Sons: *Galen Drake, Rusty Draper, Amos 'n' Andy, Robert Q. Lewis, World Tonight;* 105 min.

Miles Labs.: *Wendy Warren, Bill Downs, News;* 50 min.

Dumos Milner Products: *Robt. Q. Lewis, Nora Drake, Ma Perkins, Mr. Malone, Helen Trent;* 45 min.

Mogen David Wine Corp.: *Arthur Godfrey;* 15 min.

Niagara Therapy Mfg. Corp.: *Arthur Godfrey;* 15 min.

Nylonet Corp.: *2nd Mrs. Burton;* 7½ min.

O'Brien Corp.: *Galen Drake, Robert Q. Lewis, Amos 'n' Andy, Gunsmoke, City Hospital, World Tonight, Sports Resume, Suspense, Johnny Dollar, FBI, Indictment, Sez Who;* 80 min.

Philip Morris: *Country Music Show;* 25 min.

Pharma-Craft Corp.: *Arthur Godfrey;* 15 min.

Plough, Inc.: *Robt. Q. Lewis;* 10 min.

R. J. Reynolds Tobacco Co.: *Sports Time;* 15 min.

Shulton, Inc.: *Arthur Godfrey;* 15 min.

Singer Sewing Machine Co.: *Arthur Godfrey;* 15 min.

Standard Brands: *Arthur Godfrey;* 15 min.

Sterling Drug: *Gunsmoke;* 5 min.

Wm. Wrigley, Jr.: *Pat Buttram Show, Howard Miller Show;* 150 min.

MBS

America's Future: booklet; *John T. Flynn—News;* 5 min.

Bristol-Myers Co.: Bufferin; *News—Steve McCormick, News—Ken French, News — Richard Rendell, News — Lyle Van, News — Lester Smith, News — John Scott* 30 min., 13 20-sec.

Christian Reformed Church: religious; *Back To God;* 30 min.

Colgate-Palmolive: Instant Shave, After Shave, and other men's toiletries, Brisk toothpaste; *Sportsreel with Bill Stern;* 50 min.

Coty Products: 10 20-sec. adjacencies, 15 8-sec. adjacencies.

Dawn Bible Students Assn.: *Frank & Ernest;* 15 min.

Ex-Lax, Inc.: Ex-Lax; *True Detective Mysteries, Squad Room, Exploring Tomorrow, Secrets of Scotland Yard;* 25 min.; *Gabriel Heatter; adjacencies;* 8 20-sec.

First Church of Christ, Scientist: religious; *How Christian Science Heals;* 30 min.

General Electric: *Kate Smith Show;* 20 min.

Gospel Hour, Inc.: *The Gospel Hour;* 25 min.

Billy Graham Evongelical Assn.: *Billy Graham;* 30 min.

Grey Industries, Inc.: Silvaplate, Rub-on-Silver, Silvacrystals; *Newscasts;* 50 min.

Hudson Vitamin Corp.: Vitamins; *Gabriel Heatter, Answer Man;* 40 min.

Lee County Land ond Title Co.: Lehigh Acres; *Gabriel Heatter—News;* 10 min.

Lever Brothers: Pepsodent, Dove; *Frank Singiser—News;* 5 min.

Liggett & Myers Tobacco Co.: L & M; *News—John Wingate, True Detective Mysteries, Squad Room, Exploring Tomorrow;* 25 min.

P. Lorillord: Newport; *newscast adjacencies;* 24 20-sec.

Lutheron Loymen's Leogue: religious; *Lutheran Hour;* 30 min.

Dumos Milner Corp.: Pine-Sol, Perma Starch, Pine-Sol Room Deodorant, White Wave, Mystic Foam, Mysticlene; *The Kate Smith Show;* 20 min.

Notionol L. P. Council: *Steve McCormick—News, John Wingate—News, Ken French—News;* 25 min.

Niagara Therapy Monufacturing Co.: therapeutic equipment; *News—Gabriel Heatter;* 10 min.

Nylonet Corp.: Ice Cake; *John Wingate—News;* 15 min.

Phormoceuticols: Serutan and Kreml; *Gabriel Heatter;* 10 min.

Quoker State Oil Refining Corp.: *Game of the Day;* 150 min.; *Ken French—News;* 25 min.; *Sports Flashes with Frankie Frisch;* 30 min.

Rodio Bible Closs: religious; *Radio Bible Class;* 30 min.

Reoder's Digest: *40 newscasts, True Detective Mysteries, Squad Room, Exploring Tomorrow;* 235 min., 25 20-sec, 25 8-sec.; Condensed Book; *Kate Smith;* 35 min.

R. J. Reynolds: Winston; 15 20-sec. adjacencies.

Rhodes Phormocol Co.: Imdrin; *Gabriel Heatter—News;* 5 min.

Sleep-Eze Co.: Sleep-Eze; *News—Westbrook Van Voorhis, News—Lester Smith;* 45 min., 10 20-sec.

Tint 'n Set.: *Henry Mustin—News, John Wingate—News;* 30 min.

Voice of Prophecy: religious; *Voice of Prophecy;* 30 min.

Wings of Healing: religious; *Wings of Healing;* 60 min.

Word of Life Fellowship: religious; *Word of Life Hour;* 30 min.

NBC

Allis-Cholmers: institutional; *Farm & Home Hour;* 25 min.

Americon Motors: Rambler; *Monitor;* 55 min.

B. T. Babbitt Co.: Bab-O; *My True Story, Bandstand, True Confessions, One Man's Family, Affairs of Dr. Gentry, 5 Star Matinee, Woman in My House, Pepper Young's Family;* 50 min., 10 30-sec.

Behlen Mfg. Co.: Pre-fabricated farm buildings; *This Farming Business;* 15 min.

Bell Telephone: *Telephone Hour;* 30 min.

Billy Grohom Evangelistic Assn.: *Hour of Decision;* 30 min.

Bristol-Myers: Bufferin; *Hourly News;* 105 min., 21 30-sec.; Trushay; *Bandstand, True Confessions, One Man's Family, 5 Star Matinee, Woman In My House, Pepper Young, Monitor;* 20 min., 19 30-sec.

(*Please turn to page* 48)

UNIQUELY SAN FRANCISCO

BARTELL
FAMILY
RADIO

Here is one of the truly great cities of the world. Sophistication to satisfy the cosmopolite. Mecca for education, music, art. Western hub of business and finance.

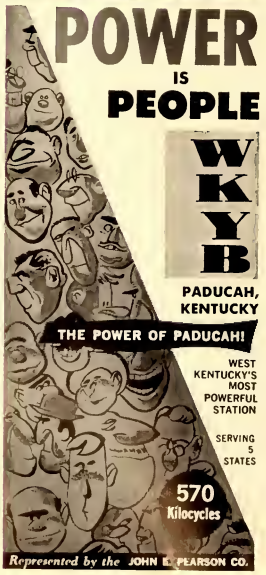
Ever alert to excitement, Golden Gate people will enjoy the new KYA . . . its companionable music, stimulating Games for Family Fun, its gaiety, reminiscences, vitality – all familiar to San Francisco's pattern of living. And for the added fillip, incisive news reports with terse, tart editorials.

Uniquely San Francisco in composition and quality, this radio is a carefully researched programing bearing the Bartell Family stamp of scholarship, salesmanship, showmanship.

Bartell It...and Sell It!

AMERICA'S **FIRST** RADIO FAMILY SERVING 15 MILLION BUYERS

Sold Nationally by Adam Young, Inc. for WOKY The KATZ Agency



RADIO'S CURRENT CLIENT LIST *continued . . .*

Brn. & Wmsn.: Kools, Viceroy; *Hourly News;* 110 min., 21 30-sec.

Burlington Industries: Bur-Mil Cameo Stockings; *Various Shows;* 8 30-sec.

Calif. Packing Co.: Del Monte; *Hourly News;* 105 min., 22 30-sec.
Carling Brew: Red Cap Ale; *Monitor;* 75 min.

Carter Products: Little Liver Pills; *True Confessions, Woman In My House, One Man's Family, News of The World, 5 Star Matinee, Nightline;* 50 min.

Commercial Investment Trust Co.: automobile financing; *Monitor;* 95 min., 19 30-sec., 30 6-sec., 1 30-sec.

Dow Chemical: chemical prod.; *Red Foley Show;* 25 min.

Evangelical Foundation: religion; *Bible Study Hour;* 30 min.
Evinrude Motors: outboard motors; *Monitor;* 25 min.

Ex-Lax: Ex-Lax; *Bandstand, Pepper Young's Family, One Man's Family, People Are Funny, Great Gildersleeve, Life & The World, My True Story;* 45 min., 5 30-sec., 2 6-sec.

Foster-Milburn: Doan's pills; *My True Story, One Man's Family;* 10 min.

General Electric: various products; *Bandstand;* 10 min.

General Foods: Calumet baking powder; *Various Shows;* 8 6-sec.

General Mills: Cheerios; *Monitor;* 50 min., 10 30-sec.

Gillette: Gillette prods., Paper-Mate, Toni prod.; *Boxing;* 25 min.
A & M Karagheusian: Gulistan carpets; *Monitor;* 50 min.

Kiplinger Washington Agency: *Changing Times magazine;* 4 15-min. prog.

Lever Bros.: Rinso; *Various Shows;* 12 30-sec.; Breeze; *Various Shows;* 12 30-sec.

Libby McNeill & Libby: canned foods; *My True Story, Woman in My House, Pepper Young's Family, Bandstand, True Confessions;* 45 min.

Liggett & Myers: L&M; *Monitor;* 25 min., 5 30-sec.

Lutheran Laymen's League: religion; *Lutheran Hour;* 30 min.

Midas Muffler Shops: mufflers; *Hourly News;* 110 min., 22 30-sec.

Morton Salt: salt; *Alex Dreier—News;* 5 min.

Mutual of Omaha: *On the Line With Considine;* 15 min.

North American Van Lines: moving; *Monitor;* 15 min.

Northwest Airlines: *Monitor;* 25 min.

Nylonet Corp.: Ice Cake foot lotion; *Bandstand;* 5 min.

Pabst Brew: *Monitor;* 50 min., 10 30-sec.; *Various Shows;* 10 30-sec.

Plough, Inc.: St. Joseph aspirin, children's aspirin, Dr. Edward's olive tablets, Mexana; *Monitor, My True Story;* 20 min.

P&G: Gleem; *Various Shows;* 21 30-sec., 20 6-sec.

Purolator Products: oil filters, etc.; *Monitor;* 45 min., 9 30-sec.

Quaker Oats: Quaker Oats and Mother's Oats; *Various Shows;* 4 30-sec., 2 6-sec.

Q-Tips, Inc.: *Bandstand, True Confessions, Woman in My House, News of the World;* 50 min.

RCA: appliances, radios, tv sets, etc.; *Monitor;* 50 min., 10 30-sec.

Ralston Purina: feed division; *Harkness—News;* 25 min.

Rexall Drug: *Hansel & Gretel;* 60 min.

R. J. Reynolds: Camel; *News of the World;* 25 min.; Prince Albert; *Grand Ole Opry;* 30 min.

Ruberoid Co.: roofing & siding; *Monitor;* 50 min.

Sterling Silversmith Guild: silverware; *Monitor;* 20 min.

Sun Oil: oil; *Three Star Extra;* 75 min.

Swift & Co.: Allsweet marg.; *True Confessions, My True Story, Bandstand, Affairs of Dr. Gentry, 5 Star Matinee, Woman In My House;* 45 min., 7 30-sec.

United Insurance Co.: insurance; *Monitor;* 5 min.

Voice of Prophecy: religion; *Voice of Prophecy;* 30 min.

SPONSOR

THE WEEKLY MAGAZINE TV/RADIO ADVERTISERS USE

NAB CONVENTION SPECIAL

HOW STATIONS ARE SELLING OPTIMISM . . . . page 3
WHO'S WHO IN YOUR NAB . . . . . page 11
CAN AIR MEDIA OVERCOME RECESSION THINKING? page 16
ADMEN LOOK AT THE NAB CONVENTION . . . . . page 25
EXHIBITORS LISTING . . . . . page 32
SPECIAL: 8-PAGE BUSINESS & PLEASURE DIRECTORY . page 35

SEE SPONSOR'S SURPRISE EXHIBIT

2340 BILTMORE

visit SPONSOR's hospitality suite and snack bar, at the STATLER

Congratulations and Best Wishes to the

NATIONAL ASSOCIATION OF BROADCASTERS

Now Holding Their 36th Convention in Los Angeles

It has been five years since members of the NAB gathered in Los Angeles. And, five years ago, TV GUIDE appeared on the publishing scene as a national magazine.

In 1953, TV GUIDE had 10 editions listing 73 TV stations. Our first issue circulation was 1,562,560.

Today, 50 editions of TV GUIDE log over 350 stations. Our March 8 issue sold 6,715,820 copies.

Like the NAB—TV GUIDE shares the responsibility of working with the TV industry in serving the TV public.

We salute the NAB on a job well done.

TV GUIDE *5th ANNIVERSARY 1953-1958*

"Let's sell optimism" . . .

SPONSOR's practical, factual crusade titled "Let's Sell Optimism" has been joined by hundreds of public service-minded radio and television stations. They like what it stands for and what it is accomplishing. For they know that the air media, the most personal and persuasive of all advertising forces, have the power to restore public confidence in the economic stability of the nation. So "Let's Sell Optimism" is both an opportunity and a challenge to you. A similar campaign conceived by SPONSOR *in 1949 (yes, we were in the throes of a depression then) worked wonders.*

Today with greater broadcasting facilities and experience, the impact of factual "bright-spot" air campaigns in hundreds of communities is even greater. We hope you will accept the opportunity and the challenge in your community. If your campaign is based on careful research and effective presentation of the cheerful side of your local economy the results can be applauded by businessmen, city and state officials, viewers, and listeners. ***Let's sell optimism.***

Norman R. Glenn
—EDITOR AND PUBLISHER

. . . how tv/radio stations are doing it!

By this week, tv/radio station anti-recession campaigns are sweeping across the country.

At SPONSOR's presstime an estimated 300 tv and radio stations had responded to SPONSOR's "Let's Sell Optimism" promotion by actively following through with anti-recession service programs under SPONSOR's "optimism" campaign name or their own. This effort is in addition to the current Advertising Council, NAB, RAB. and TvB on-air efforts.

The unprecedented reach of broadcast media, with 3,222 am and nearly 600 tv stations on the air today, indicates that the impact of such wholesale anti-recession programs could help turn the tide of public confidence more rapidly and more effectively than at any time in history of broadcasting.

Station response to this campaign is expected to double by end-May, thereby surpassing the efforts made subsequent to SPONSOR's first "Let's Sell Optimism" promotion in 1949 and the one during the 1954 business set-back.

These are the significant characteristics of the current broadcaster anti-recession fight that set it above the 1949 and 1954 efforts:

• *More station-originated campaigns.* Many more of these station campaigns, based on the success they met during prior business crises, are station-originated. When SPONSOR first developed the concept of throwing the power of radio stations behind a promotion of healthy business attitudes back in 1949, governors as well as state legislatures, state associations and chambers of commerce, encouraged by broadcasters, supported the drive. This year, the management of many stations took the initiative spontaneously.

• *More facts, fewer slogans.* Anti-recession campaigns today are generally better conceived, more thoroughly researched and more professionally presented than they have ever been. These air campaigns are not campaigns of sloganeering; they're factual, creative stimuli to break through local business inertia, based on local facts. Scripts reflect the years of air advertising experience gained in the intervening years and merchandising to local trade and consumers uses the

Continued on page 4

"Let's sell optimism"—Cont'd

streamlined techniques developed in product selling.

• *Greater local business support.* Stations currently broadcasting anti-recession campaigns have had prompt and more effective support from local manufacturers and retailers in supplying information for the campaigns and in following the stations' lead through their trade associations and their own public relations.

• *Enlightened self-interest behind station effort.* Since competition for advertising dollars within markets has become sharpened because of the peak number of stations. stations tend to reflect national business conditions more directly than they did during previous economic set-backs. In 1954, for instance, tight tv time availabilities still reflected the freeze.

At the same time. the 1958 recession (following all-time high production) is unquestionably the most talked-about set-back in recent history. Characteristically. much of the talk and writing has furthered pessimism, frequently unnecessarily.

Against sensational headlines

Says WAVI's H. K. Crowl of Dayton. Ohio: "Here in Dayton, we have been plagued with newspaper stories. (not always based on facts) painting a bleak picture for business and labor. This, in turn, produced an intense feeling of pessimism among our local retailers and among our consumers. Some weeks ago, we decided to try and do something about the situation."

In mid-March. WAVI launched its "Operation: Bootstrap!" designed to counteract the negative influence of local newspapers. The station's staff-taped business forecasts by top local businessmen and employers to reflect their actual plans for the future and played these several times daily starting 20 March. The station's news staff continuously searched out new business leaders to quote in order to keep the campaign timely and in context with local developments.

Upon reviewing the handling of business news by their own news staffs, a number of station operators have found an unfortunate parallel to the very sensational headline approach they have deplored in the newspapers. As a result of such reviews. many station news directors today do a more balanced job of reporting. For instance, if they're reporting lay-offs at a local factory, they also tell the figure for total employment in the area, news about industries planning an expansion or other positive business facts.

One broadcaster puts it this way: "The 'Let's Sell Optimism' campaign is great. Two weeks ago in Vermont I heard a Boston station. WCOP. announce the number of persons rehired at Raytheon and other places. This develops confidence—other manufacturers also enthuse."

Feature good business news

Actually the good news is there to be found, radio and tv news staffs now realize and the dissemination of good news has virtually immediate good effects upon the community where the approach is being tried.

For instance, WFBR, Baltimore, mailed out requests for "good business" items to 2,000 business heads in the Baltimore area starting 28 March.

Said U.S. Senator John Marshall

Continued on page 6

MR. Nashville Business Man

Do you believe times are as bad as some people are trying to make us believe? We don't! And, because we don't, our stations—in cooperation with the Tennessee Association of Broadcasters—are taking steps to influence the citizens of our State to start thinking in the right direction.

Based on research conducted by our Association, we are convinced that this so-called "recession" need be nothing more than a temporary thing. We might even call it a temporary "expedient." It comes at a time when 'most everyone agrees that a leveling off period is in order. We are putting our shoulders to the wheel in an all-out campaign to level off this leveling off period as quickly as possible.

A heavy schedule of messages radiating with optimism is being carried by each of the undersigned stations. We hope you will tune us in often and find out what we mean when we say "TENNESSEE MEANS BUSINESS!"

On-air campaign, story see page 6

The Voice of WANE

This is the Voice of WANE with a thought of community interest. . . .

We have a letter from an interested listener who feels that the constant talk and reports about a recession could very easily lead us to a depression. He enclosed in his letter. a story which we feel should be broadcast. I'd like to read it for you now.

"A man lived by the side of the road and sold hot dogs.

He was hard of hearing. so he had no radio, but he sold good hot dogs.

He put up a sign on the highway, telling how good they were.

He stood by the side of the road and cried, 'Buy a hot dog, Mister.' and people bought.

He increased his meat and bun orders and he bought a bigger stove to take care of his trade.

He got his son home from college to help him. But then, something happened.

His son said, 'Father, haven't you been listening to the radio? There's a big depression on. The international situation is terrible, and the domestic situation is even worse.'

Whereupon, the father thought, 'Well, my son has been to college—he listens to the radio and reads the papers. so he ought to know.'

So, the father cut down his bun order, took down his advertising signs, and no longer bothered to stand on the highway to sell hot dogs.

His hot dog sales fell almost over night.

'You were right, son,' the father said to the boy, 'We are certainly in the middle of a great depression.'"

There is some worthwhile philosophy in this story and we would like to suggest more optimism and less pessimism.

This has been the Voice of WANE with a thought for community interest.

ARB special BATON ROUGE report

PROVES

"Only sunshine reaches more homes in this BILLION DOLLAR MARKET"

In Metropolitan Baton Rouge WBRZ

Share of sets-in-use summary, sign-on to sign-off, 7 days a week—Sunday through Saturday

63.3%

In Baton Rouge total TV area WBRZ

Station share of audience summary, sign-on to sign-off, 7 days a week —Sunday through Saturday

79.7%

23 of the top 25 shows in the Metropolitan Baton Rouge area are on WBRZ-ABC-NBC!

—and look at these facts from ARB!

Metropolitan Baton Rouge *(Monday through Friday)*

Sign-on to noon	Noon to 6 p.m.	6 p.m. to Midnight
WBRZ-60.4 Station B - 37.7	WBRZ-66.5 Station B - 31.9	WBRZ-60.9 Station B - 37.4

Total TV Area *(Monday through Friday)*

Sign-on to noon	Noon to 6 p.m.	6 p.m. to Midnight
WBRZ-83.2 Station B - 16.8	WBRZ-80.9 Station B - 19.1	WBRZ-76.2 Station B - 23.8

WBRZ Channel 2

BATON ROUGE, LOUISIANA

Represented by Hollingbery

Business is good in Kel-o-land

On a special television program Thursday night the KEL-O-LAND stations announced a campaign to try to counteract all the gloomy business talk currently being heard.

Joe Floyd, president of Midcontinent Broadcasting Co., and Evans Nord, general manager, in an interview with news director Paul Beckstrand explained that many businessmen and others have expressed the opinion to them in their contacts throughout the area that all the talk about the so-called recession is doing more damage than anything else, and that in actual fact economic conditions are pretty good.

Floyd announced a BELLRINGER campaign which is now in progress on the KEL-O-LAND stations as a public service. He asked businessmen throughout the area to send in examples of signs of good business. These will be featured on the radio and TV stations, accompanied by the ringing of a bell, to call attention to the bright side of the economic news. Theme of the campaign is "Business is good in KEL-O-LAND."

Typical BELLRINGER stories will include increased sales, increased production, expansion of facilities, opening of new buildings, introduction of new products, and other business occurrences which reflect the bright side of the economic picture. Floyd said that although it may be true that some isolated parts of the country may be experiencing economic difficulties, the signs which have been brought to his attention do not indicate that this is true in KEL-O-LAND, which includes most of South Dakota, and large portions of southwestern Minnesota, northwestern Iowa, and northeastern Nebraska.

The BELLRINGER campaign is an effort to point up this basically happy picture, and dispel some of the gloomy talk, much of which generates more of the same, although it may have no actual basis in fact.

"Let's sell optimism"—Cont'd

Butler, "This is the type of project which is needed to counter the so-called 'bad news' which has been disseminated in recent weeks, and I congratulate Station WFBR for taking the initiative."

The result: WFBR received reports of business-better-than-usual from a restaurant and tavern equipment supplier; an insurance company; shoe retailer; payroll service firm; booming bowling alley chain; an automobile club; and an overseas airline. These varying businesses reported business 10 to 28% above comparable periods in 1957.

Such campaigns to promote good business reports abound among tv and radio stations today. Stations KELO, KELO-TV and KDLO-TV of Sioux Falls, South Dakota, calls its search for such news items the "Kel-O-Land Good Business Bellringer" program. Its first bulletin to businessmen (see box above) and its accompanying tv program resulted in 415 letters and 118 phone calls.

Air campaigns produce results

Typical of the letters is one from Alvin R. Anderson, president of the Aberdeen Livestock Sales Co.: "Your theme 'Business is good in Kel-O-Land —Let's keep it that way' is an excellent idea. On January 7, 1958, the Aberdeen Livestock Sales Co. paid to consigners the largest dollar volume in their 21-year history of operation.

"In November 1957 the average price per head for cattle at this sale was $111. On March 10, 1958, the average price per head was $140.10. This is further evidence of a healthy economy in Kel-O-Land."

Letter response indicating improved business spanned such diversified fields as food retailing, car sales, appliances. For instance, B. J .Vinslauski, head of Monarch Ranges which sells the type of appliances and equipment supposedly hardest-hit during the current setback wrote KELO-TV that his first quarter 1958 was 40% over first quarter 1957.

The common denominator of stations' search for favorable business news is the fact (1) that their approach is scientific, (2) that they eliminate empty puffery, and (3) insist upon facts and figures.

Station KUDL, Kansas City, Mo., has an "Operation Optimism," a series of beeper telephone interviews of leading local business men. The interviewers ask: "How's business?" "How has the recent recession publicity affected your business?" and "What is your outlook for business in 1958?" The capsule reports are scheduled through the day. Emphasis in the answers is upon facts.

There are many other examples of such station appeal for favorable business news, including the group effort of the members of the Tennessee Association of Broadcasters, initiated by association president John Hart, WBIR, and these directors: H. W. Slavick, WMC; Carter Parham, WDEF; Frank Corbett, WGAP; Henry Linebaugh, WATE; F. C. Sowell, WLAC.

Commercials are factual

Representative of their "Tennessee means business" on-air campaign is this one-minute announcement, derived from a promotion to businessmen (see page 4):

"Tennessee means business! Business in our state is looking up! The folks who invest *big* money in business

Continued on page 8

CBS Television Film Sales, Inc.

is holding "open house" during the NAB Convention. Members of our sales staff will preview our newest programming and merchandising innovations... introduce you to some of our famous film personalities... talk over your particular film programming problems. Discover for yourself why ours continue to be "the best film programs for all stations." Come see us at **THE BILTMORE**

"Let's sell optimism"—Cont'd

in factories, in stores, in homes for sale those folks make it very clear that they have confidence in the future *our* future. And they know. They don't invest that kind of money unless they *do* know. For instance, Springfield, Tennessee, is getting a new plant, to be operated by Ainsworth-Precision Castings Division of Harsco Corp., to make pressed-steel automotive components and die castings. It will employ 300 people. The Tennessee Eastman Corp. has invested *another* $10 million in its big plant at Kingsport. And at the other end of the state, at Memphis, the Kellogg people are putting up a 80-million mill to produce breakfast cereal. Many communities are getting natural gas for the first time—*another* inducement to economic growth in a state that already has many inducements. There are *many* reasons for Tennessee folks to have confidence—and optimism. Business looks *up* in Tennessee!"

Stimulate immediate buying

Some stations are concentrating their brand of "let's sell optimism" campaigns on the consumer, urging that now's the time to buy. In fact, some stations, like WAVI, Dayton, Ohio, for instance, carry on an effort to encourage consumer buying alongside their business news campaign. Station WAVI does the consumer-directed effort in commercials tagged with a slogan: "Values were never better, why not buy it now!"

Such buy-now campaigns are even more extensive than the campaigns directed at businessmen. For instance, the Bartell Family Radio stations, WAKE, Atlanta, Ga. and WYDE, Birmingham, Ala. are running a musical jingle to get across the idea, "Buy today for a better tomorrow."

The jingle, which was only a part of the total campaign, ran like this:

"For a better tomorrow, buy today
Buy today for a better tomorrow!
There's a great new world on its way
Prepare for a better tomorrow!
We've got the way and know-how to
see our problems thru.
So whatever you do, buy
Buy today for tomorrow!"

The Bartell stations handled the "buy now" campaign as they might have promoted any other major advertising effort, with a brief introductory teaser campaign, point-of-sale cards distributed for the breaking of the campaigns, car cards and newspaper ads to point up the meaning of the on-air teaser. While the campaign has been on the air only since 1 April, it already has had the wholesale endorsement of city and business leaders. As a result of this initial success, other stations in the Bartell Group (which include WOKY, Milwaukee; WAKE, Atlanta; WYDE, Birmingham; WILD, Boston; KCBQ, San Diego; KYA, San Francisco; KRUX, Phoenix) joined in the effort.

News ID's with a moral have been the backbone of the effort made by KPHO radio and tv in Phoenix, around the theme of "Business is good in Phoenix" and the way to keep it that way is to buy.

U.S. Senator Barry Goldwater from Arizona considered the stations' effort important and valuable, wrote KPHO general manager, Richard B. Rawls:

"If every news source in America would take up your positive program of confidence, this country would seen forget the words 'recession,' 'depression', 'adjustment,' or whatever your particular economist wants to call it."

These broadcast campaigns have proved conclusively that "selling" can be effective in the most troubled of industries. Stations KSTP and KSTP-TV, Minneapolis-St. Paul, put on a "Buy a car week" campaign in its unsold time.

The results: In the five-county Twin-Cities metropolitan area, new car sales were up 83% during the KSTP buy-a-car week. During the subsequent week, the impetus of the campaign carried sales 102% above the week before KSTP went to work.

In terms of unit sales, these were the results: During the week prior to the promotion, 559 cars were sold. During the KSTP buy-a-car week, 1,023 cars were sold and in the following week, 1,128 cars were sold.

Air advertising reverses car sales trend

From March 23 to March 30, KSTP Radio and KSTP-TV, Minneapolis-St. Paul, devoted all its available time to promoting "BUY A CAR WEEK." It was not a "must buy to participate" deal. It was a sincere effort to help dealers sell automobiles, thus benefiting the economy of the area KSTP serves. A letter was mailed to every licensed automobile dealer in the 5-county area (247 of them) explaining the proposed promotion and asking for his cooperation. This was followed up by a display kit of colorful banners and stickers and other display material. Then, for eight days, KSTP Radio and TV saturated 900,000 radio homes and 720,000 TV homes with promotion announcements, interviews, news stories, tapes, slides, films, jingles and other devices urging listeners and viewers to "buy a car this week."

T. V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

NEW YORK: 200 EAST 56TH STREET
CHICAGO: 16 EAST ONTARIO STREET

Never underestimate the power of good photography—as in these 60- and 30-second spots for new superwhite Kolynos Tooth Paste. Simple home situations come alive . . . and dental demonstrations, ethically handled, carry more than ordinary conviction. An authoritative voice-over completes the message, always in keeping with the relaxed pace of the commercial. Produced by SARRA for WHITEHALL LABORATORIES CO. through TATHAM-LAIRD, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

When a woman throws a hot iron over her shoulder—you're looking at one of SARRA's 60-second commercials for Van Heusen Shirts. Essentially, these spots are straight "sell"—carried off by Bert Parks, in style! With most of the action on his own shoulders (no pun intended), Parks gets over *all* the selling points of Van Heusen Shirts with plenty of product identification in high key photograph. Produced by SARRA for THE PHILLIPS-VAN HEUSEN CORPORATION through GREY ADVERTISING AGENCY, INC.

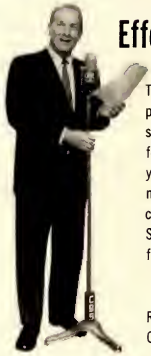
SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

60- and 20-second spots and 10-second ID's for better Sunbeam Batter Whipped Bread leave no doubt that this is superior bread—no holes, no streaks, no poor end-slices. In one commercial, for example, slices are fanned out via stop motion. In another, jam oozes through ordinary slices. In every one, a convincing demonstration focuses the viewer's attention on Batter Whipped Sunbeam, with a short jingle for a lively close. Produced by SARRA for QUALITY BAKERS OF AMERICA COOPERATIVE, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street

Memorable because it's the funniest to date! This series of 60-second commercials for Jax Beer is a three-way creative effort. Written and voiced by Allen Swift . . . with puppetry by Paul Ashley . . . and brought into advertising focus for the TV screen by SARRA. Hilarious dialogue and delightful puppets in rib-tickling situations never miss the primary purpose—to sell Jax Beer! Produced by SARRA for JACKSON BREWING CO. through FITZGERALD ADVERTISING AGENCY, INC.

SARRA, INC.
New York: 200 East 56th Street
Chicago: 16 East Ontario Street



Effective radio has more than two dimensions

There's far more to good radio that only depth of programming and talent can provide. That's why Bob Crane, Harry Babbitt and a host of other KNX'ers offer so much to listeners and advertisers alike. If you're buying radio stations that feature Music to Drown Commercials By, that's one thing. If, on the other hand, you'd like to set your message in an aura of believability and listener attentiveness then you want KNX. Proof? The meaningful study of listener attitudes recently completed by Motivation Analysis, Inc. offers demonstrable proof. No wonder Southern California's #1 radio station is 50,000 watt KNX... reaching more different people more often each week than any other radio station in Los Angeles.

Represented by
CBS RADIO SPOT SALES

KNX CBS RADIO LOS ANGELES

Harold E. Fellows, president and board chairman of the National Association of Broadcasters, is an active speaker. As spokesman for the broadcasting industry, he travels about 100,000 miles a year, makes about 60 speeches

Who's who at your NAB

The activities of your NAB are many and diverse, ranging from direct service to members to projects which benefit the entire broadcasting industry. The photographs on these pages, taken exclusively for SPONSOR, show who's who at your NAB.

John Meagher (r.), NAB radio v.p., and his assistant, Tom Coulter, check a recording

Howard Bell (r.), assistant to the president in charge of joint affairs, and secretary Milnore Hoel edit galley proofs of Convention program

The office of assistant to the president for joint affairs, held down by Howard Bell handles association matters pertaining to radio/tv jointly. Activities include administrative functions such as meetings of the directors and committees relating to joint radio/tv affairs. In the past year, duties have included follow-through on such projects as dissemination of Freedom of Information kits to the industry in liaison with public relations, coordination of NAB activities with state broadcasters, etc.

Thad H. Brown, Jr. (r.), NAB v.p. for tv, talks with Dan W. Sheilds, his assistant

The duties of NAB secretary-treasurer Everett Revercomb are comparable with those of any secretary-treasurer of any group or business. Picture at left also shows these members of his staff (l. to r.): Adaline Macloskie, Clara Ross, Margaret Kiff, Ella Nelson, Mrs. Gene Jordan, Revercomb and Walker, Janet Lauterbach, Helen White and Alice Dann. This department supervises all association election procedures and proposals to amend by-laws and is responsible for exhibits, registrations.

Everett E. Revercomb, secretary-treasurer of NAB, surrounded by staff including assistant treasurer William Walker standing at his right

This is your NAB *(Continued)*

This is your NAB

William Carlisle, sta. rel. manager, checks files with Jean Hopkins (l.), office ass't., and Mary Tracy, sec'y.

Station Relations, staffed by six people (three field reps were covering their territories when this picture was taken), seeks to expand NAB active membership while also trying to improve service to member stations. Station Relations has just concluded an intensive membership campaign endeavoring to attract new members to NAB. In just over four years, tv station members have increased 42%, radio station members by 29%.

Government Relations Department: (l. to r.) Jerome P. McGranaghan, ass't. manager; Vincent T. Wasilewski, manager and Mary Lee Cowles, secretary

The NAB Legal Dept. has three functions: to act as attorneys for NAB; 2) to participate for NAB in any legal matters affecting the broadcasting industry; and 3) to answer any inquiries on legal problems from NAB members. Recently the department has represented NAB in many FCC proceedings, as well as in tax matters where states or cities have endeavored to impose taxes on advertising. In addition, the department prepares briefs on legal matters.

Legal Dept.: (l. to r., seated) attorney Walter R. Powell, Jr., chief att'y. Douglas A. Anello, sec'y. Janet Chaisson. Standing, att'y. R. Cahill, sec'y. J. Tower

The Government Relations Dept. represents NAB in relations both national and international. Through its manager the department establishes and maintains personal and formal relationships with all governmental agencies and persons concerned either directly or indirectly with the broadcasting industry. The manager coordinates all government liaison of all NAB departments. Through member service bulletins and correspondence the department advises NAB members of specific and general legislative activity.

Frederick H. Garrigus, manager of Organizational Services, answers the phone while his secretary, Elizabeth Board, waits for dictation

Organizational Services, established in 1955, serves as the liaison arm of NAB in the industry's contact with national groups and organizations in the public service and educational fields. One of the department's early projects was the organization of the Association for Professional Broadcasting Education. This department also answers member requests for information about broadcast industry.

Through the trade press this group keeps the industry informed on the contributions that free broadcasting makes to the nation for this is NAB Public Relations Service headed by Don Martin

In the photo above: (l. to r., standing): Stanley Raiff, Edith Anderson, Larry Simms, John Couric, and Donald Martin, assistant to president in charge of public relations; (l. to r., seated): Dorothy Cavalier, Joan Pritschet and Sheila Walker. This p.r. department has supported free tv, promoted National Radio Month, publicizing theme "Broadcasting Serves America."

This staff serves as Television Code Department under Edward Bronson (not in picture). (L. to r.): Eleanor Lanigan, Charles Cady, Mary Blessington

The Television Code of NAB, which became effective in 1952, sets standards of programing and advertising which help the individual broadcaster determine what is in good taste. More than 300 tv stations and all three networks subscribe to this method of self-regulation. Compliance with the Code's provisions entitles them to display the Seal of Good Practice of the NAB.

Chas. Towers (seated), mgr. of employer-employee relations, confers with his staff on financial survey

In the photo at left are (l. to r.): Leona Shalk, Irma Kerrigan, Tower, James Hulbert and Rosalie Blackburn. The Employer-Employee department provides extensive services to broadcasters in the field of labor relations and business economics. It counsels station management on general or specific problems. The department interests also include collective bargaining, NLRB proceedings and arbitrations, and labor legislation that may affect radio-tv broadcasters.

Responsible for all outgoing material of NAB is the Production Department (l. to r.): Robert Prest, Frank Connors, Lacy Fleming, Kenneth McKee, Tom Youngblood and LaRue (Bud) Courson, mgr. of production. Even building maintenance is in its scope

Press releases, newsletters, booklets, brochures, publications and kits flow from this department of NAB. Approximately 15 tons of paper are mimeographed in the course of a year, 2 million envelopes are addressed and mailed. The Production Department maintains a complete list of addressograph plates of all radio and tv stations; it is constantly revised.

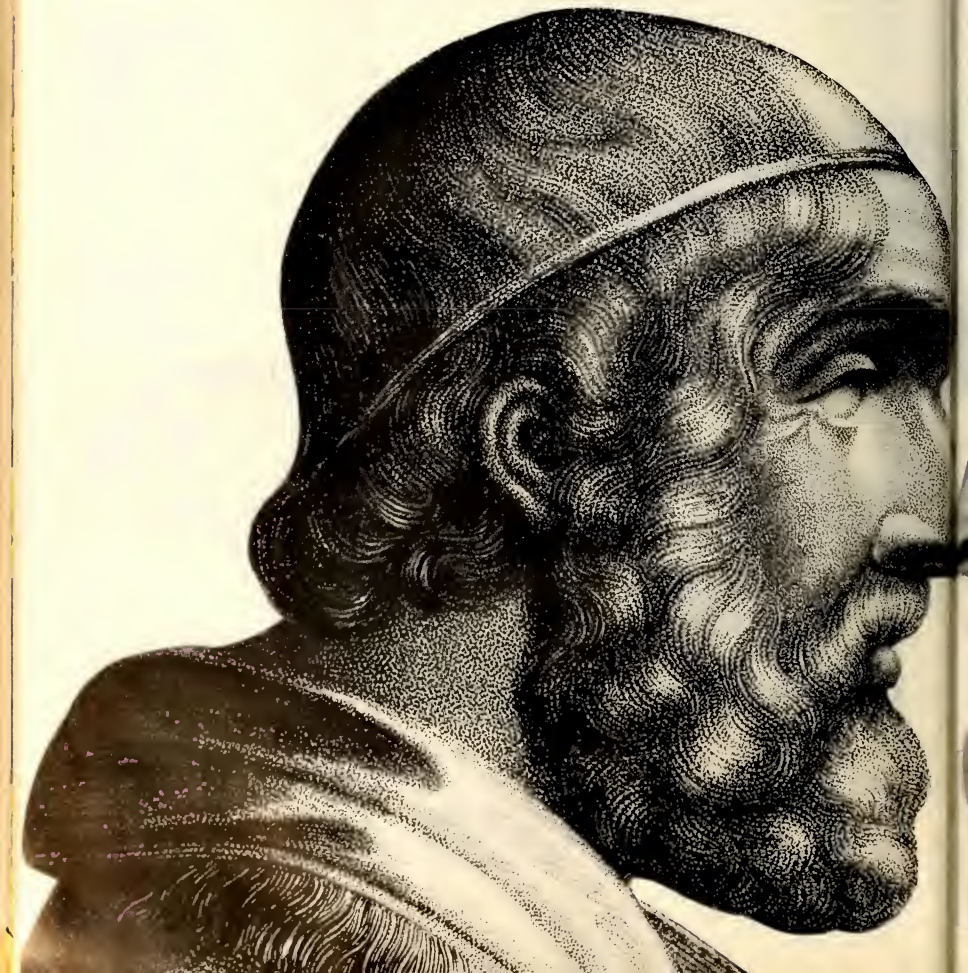
A. Prose Walker (r.), mgr. of engineering, holds confab with his staff: Helene Golden, sec'y., and George Bartlett, ass't. manager

In both radio and tv, the NAB Engineering Department "covers the waterfront." The department is constantly at work on the simplification of outmoded rules and regulations of FCC which need updating. For two years this department petitioned the Commission for an extension of remote control privileges for all stations regardless of power or antenna. The authorization was granted last September. Other achievements: FM coverage map, a revision of the NAB Engineering Handbook.

NAB's Research Dept. (l. to r.): Audrey Robertson, Joyce Benner, Linda Hopkins, Richard Allerton, res. mgr.; Louise Aldrich

All departments of NAB rely on the services of the Research Department for special studies and surveys. The department also provides general service to members in respect to individual requests, maintains the library, works with outside agencies and organizations. An average week brings this department a dozen or more requests for information not only from members, but also from non-members; these latter are referred to the Station Relations Department for action.

HOMER OUT HOMERED



In Alaska, in Korea, in Moscow, Bob Hope has pursued his incredible television Odyssey. Not even Homer, who had only *words* to rely on, could impart to his countrymen the sense of understanding of remote peoples and places that Bob Hope consistently achieves with his NBC Television shows.

The Moscow show mixed oil and water. It evoked unparalleled critical enthusiasm and captured at the same time one of the largest audiences of the year. It would take a mighty fast-draw Western to out-do a combination of Hope and Ukrainian spear dancers.

In his 8th year on television, Bob Hope has surged ahead to new peaks of audience popularity—just as NBC Television, in its 10th year, has forged into unquestioned supremacy in program popularity. ARB, Nielsen Multi-Network Area Report and Trendex all agree: In the nighttime hours, where competition is keenest and viewing heaviest, NBC Television is now the Number One Network.

The April Trendex reveals that NBC at night leads the second network by 14%, the third by 39%. In terms of half-hour wins, NBC has 20, the second network 14, the third 8. This report climaxes the greatest one-year audience shift in television's first decade.

Together, "Mr. United States"* and the network most preferred wherever there is full freedom of program choice, are riding the crest of the greatest audience endorsement in their joint histories.

**From the 1958 George Foster Peabody Award citation to Bob Hope for his "Outstanding Contribution to International Understanding."*

NBC TELEVISION NETWORK

TvB president's answer to:

How can air media help overcome recession thinking?

TvB President Norman Cash

We have all the forces needed for recovery except some additional purchasing power and. perhaps, the return of some confidence.

While it is probably a fact that no single medium can lick the recession alone, I concur wholeheartedly with Wrede Petersmeyer, president of Corinthian Broadcasting Corp., who recently advanced the thesis that tv as an advertising medium and as a stimulus to consumer sales has "with its known persuasiveness of sight-sound-motion . . . created demands for goods to an extent never dreamed possible before tv."

He posed a pertinent question: "Have we not found in tv the secret catalyst for speeding the whole economic spiral of increased demand for goods, that leads to increased employment and buying power, and on and on ad infinitum?" Businessmen must demonstrate anew the truth that demand for goods and services is not rigid and fixed, but is often the result of promotional efforts.

I place my bet on the consumer, who is still confident—of himself. This year's consumer is a tough nut to crack —he turns cautious when trouble blows up, but by and large he keeps spending! Compared to other recession years, this time he's showing a stubborn streak of confidence in his own welfare. One which we can well adopt.

Manufacturers are taking pains to cut inventories on the one hand and to build up sales features and marketing campaigns on the other. Appliance manufacturers, for instance, plan to introduce new models earlier than ever. Auto companies are pulling top executives out of their offices to spur dealer enthusiasm, clearing the way for the new cars Detroit is making. You can expect new models from these and other manufacturers to be introduced about as fast as they come from product development staffs. This means earlier introduction of 1959 models.

Television advertising closes the gap between product development and sales.

Television still continues to grow in number of tv homes, number of people watching and the hours they spend with tv . . . giving credence to the effectiveness of the medium.

That advertisers are aware of this is confirmed by the reported 13.7% increase in network gross time billing in January and February of this year, as compared to last. A positive vote for tv's commercial effectiveness.

Advertiser attention is now focused on the current period of recession and now, more than ever, the excessive critical blasts at television by other media and self-styled cynics, has increased multifold.

Negative criticisms have captured far more than their rightful share of the limelight.

There are those who seek to serve notice that advertisers are looking away from the potent selling tv medium, but this is not borne out in fact.

There is no defection from tv at the present time. On the contrary, there have been changes within the medium and with the continuing growth of tv outlets, the advertisers will have additional choice of tv combinations—and will do so but, again, within the medium.

Tv—now the No. 1 national advertising medium—however, cannot take anything for granted, can't let competitive media win ad dollars by default. If 1958 is to be a "hard sell" year for advertisers, it must be a "hard sell" year for the television industry.

Tv has proved its ability to sell hard even with soft sell commercials . . . and there's plenty of proof.

The commercial effectiveness and sales success stories that come out of the medium speak for themselves.

Tv's great future potential is local-retail advertising, long considered an exclusive source of revenue to the newspaper business.

This is worth considering—between 1949 and 1957, total sales to U. S. consumers rose $100 billion, while homes owning tv sets increased over 40 million.

In February, 1958, average tv home viewing grew to a high of six hours, seven minutes daily (including commercials). It can only be concluded that the relationship between the health of the economy and the growth of tv is of great consequence at this particular time.

Despite recession talk, the effectiveness of commercial television should outweigh any readjustment of advertising budgets from television.

Yet, in many quarters, tv is on the defensive. Let's face it, its critics are either not aware, or too aware of the selling effects of tv.

(*Please turn to page* 20)

TvB presentation, "E-motion," 11 a.m., Thursday May 1, Biltmore Theatre

RAB President's answer on page 18

There's more of me that you should see

NASHVILLE

represents only 21.4%
of all the tv homes
served by WLAC-TV.
Specifically,
Channel 5
effectively reaches

443,000 TV HOMES
IN 103 COUNTIES
IN 4 STATES.

More advertisers buy more time on Nashville's #1 audience station. The reason: Greater sales results. Witness:

WLAC-TV	122 clients*
Station B	57 clients*
Station C	(doesn't report)

** Rorabaugh Report 4th Quarter, 1957*

5 WLAC-TV

The South's Great Multi-Market Sales Station

CBS

T. B. Baker, Jr.
Executive Vice-President and General Manager

Robert M. Reuschle
General Sales Manager

The Katz Agency
National Representatives

RAB president's answer to:

How can air media help overcome recession thinking?

RAB President Kevin Sweeny

Apparently there is some strong sentiment for holding torchlight parades accompanied by chants to the effect that business is good, the outlook is rosy and faith will work wonders.

These things are all true but unfortunately the news of recession has penetrated so deeply that slogans alone, "optimism" campaigns alone, and other media-wide activity alone has little chance of achieving worthwhile results. The more sloganing, the worse off we may be if the net effect is that consumers grow suspicious.

This does not mean "good news" items used over the air can't be helpful. RAB believes that they have considerable value when valid and related to *local* market conditions. Actually, we've been making sets of such good news items available to RAB members for months.

This does not mean special anti-recession promotion can't help. On the heels of the successful "You auto buy now" promotion in Cleveland, RAB immediately advocated that radio stations jump in nationally to organize such promotions everywhere. We felt so strongly about it in fact that we launched an overnight research effort in Detroit, Cleveland and other centers. Our members had the full guidance on how to organize an "auto week" within days—far ahead of other media.

Result: spearheaded by RAB-station members, the radio stations in over 50 markets were able to lead the way toward organization of "auto weeks."

But all of these things are only "helpful." They are extra-special efforts—worth doing but not a long-range, truly effective weapon.

The real weapon is basic selling. Many more people now have the money to buy than are buying. Something has happened to make it no longer fashionable to spend freely. But this is only one more obstacle added to the many a salesman faces at any time.

It will now take more calls.

It will now take more thorough explanation of the product's virtues.

It will now take more time to stimulate desire.

But obviously if the need for the product exists or can be encouraged; if the prospects have cash they are stockpiling, they can be sold.

It's quite clear that radio happens to have the characteristics which just match recession needs—by circumstances which pay no tribute whatsover to radio's sellers.

We can't take any credit for it as media salesmen but radio just happens to be—

- Low cost, suited for repetition, of such a nature that clients are inclined to feel free to invest in high saturation.
- Suited for "leaping off the page" onto the prospect's lap to explain gently, insistently, dramatically or patiently why the product is good and useful.

The best way to beat the recession therefore is for stations, networks, station representatives and others in media to take this radio story to advertisers on every level.

If every manufacturer and retailer for his own part sells more effectively, more persistently, more dramatically, the net effect will be a swing back to the buying mood. Along the way "optimism" campaigns will provide stimulation but the real job will be done daily by the industry's salesmen.

How should radio broadcasters apply this day-to-day hard selling philosophy?

- *Among broadcasters,* this is obviously a time to train new salesmen better—a time to re-train veteran salesmen. Radio broadcasters will now want to become increasingly well informed about how their business works, about the successful ideas others have used. We know that in the radio industry at least the desire to sharpen knowledge of

(*Please turn to page* 20)

RAB presentation, "Your future is bright," 3 p.m., Wednesday, April 30, Embassy Theatre

The firm and unshakable endorsement of NBC Radio's MONITOR by national advertisers has sky-rocketed billings to a record $5,000,000 annually!

MONITOR is doing the job it set out to do. At low cost it is delivering and selling to huge audiences. Here are some current MONITOR campaigns:

NATIONAL ADVERTISER	LISTENER COMMERCIAL IMPRESSIONS PER WEEKEND
AMERICAN MOTORS CORPORATION	21,461,000
GENERAL MILLS, INCORPORATED	21,962,000
LIGGETT & MYERS TOBACCO COMPANY	10,102,000
THE NESTLE COMPANY, INCORPORATED	20,600,000
PABST BREWING COMPANY	21,962,000
PLOUGH, INCORPORATED	21,461,000

Already in 1958 more than 70 national advertisers have used MONITOR. MONITOR is vital, always on the move, going places faster than ever with audiences – and advertisers. You can go places, too, on..

MONITOR

THE WEEKEND RADIO SERVICE OF NBC RADIO

URGENT

ATTENTION RADIO STATIONS!

If you came to the convention in hopes of discovering the newest and

GREATEST PROGRAM IDEA

since the top 40 . . .
then see

MERRAL FOX

president of FOX IDEAS, INC.
at the Biltmore Hotel.

If you are looking for the

GREATEST SALES IDEA

to take back to your sales department . . . come to MERRAL FOX's suite at the Biltmore Hotel between 7:30 AM and Midnight.

MERRAL FOX, one of America's great idea men (four national awards in five years) is ready to give you this great idea, if you are ready to say "yes" or "no".

If you are looking for something to give your station a sales and program advantage over competition, telephone the Biltmore, ask for MERRAL FOX, and make an appointment, provided your territory is still available.

Don't miss this convention's greatest program idea.

P.S. Ask anybody who knows MERRAL FOX . . . and they will assure you his ideas are new, different, practical, and most often spectacularly successful. Over 100 leading stations are now using MERRAL FOX's ideas.

This sensational program idea is only one week old.

TvB
(*Cont'd from page* 16)

I say, it is absolutely essential that the true values of tv, as the catalyst to stimulate and maintain a healthy economic position in our country, must be told. They must be told frankly, completely, based upon accurate and dependable tv research.

Tv station operators' business is selling television. They have available to them, through their own research staff and sales staff experiences, much information concerning the selling effectiveness of the medium. The Television Bureau acts as a central source for television research.

In this year of particularly "hard sell," station management must grasp every opportunity to employ all statistical data available and add new creative selling techniques geared to the general and specific needs of advertisers.

Since department stores represent a sizable source of potential new revenue for telecasters, stations can and should work closely with the stores, showing them how television can work for them.

For the advertisers, the growing stability of television audiences means that a television purchase is now a seasoned business venture. The audiences are moving toward the middle ground. No longer do we have the runaway show. In fact, the gamble has been so minimized that the average audience reach is now comparable to the top 10 of the past. Buyers can and should be shown how they can anticipate the audience reach.

Station management should also participate, whenever possible, in the discussion of public issues related to television and television programing. They can do themselves and the industry a favor right now in bringing out television's positive factors and putting criticism in its proper perspective. Tv is bigger and better than ever, with more and more knowledge of the medium available. Advertisers, agencies and telecasters should continue their search for new and better ways to use this great selling force but it is up to the telecaster to pioneer the way.

RAB
(*Cont'd from page* 18)

selling techniques and selling facts is acute because we are experiencing a "boom" in RAB membership amid general recession trends elsewhere. Stations are demonstrating their desire to get sales facts and know-how in the one best way anything can be demonstrated—namely by stepping forward and paying for it in the form of their RAB membership.

• *In client contact,* radio can apply recession-period hard selling through deeper preparation. Circumstances perhaps have brought it about, but radio today happens to be better equipped than ever before to show the advertiser how to use its impact best. Many in radio now sell by preparing for the client taped examples of the most successful copy in his own field. This form of sales assistance, accompanied by creative use of radio-plus-marketing data, gives the advertiser guidance which pays repeated dividends.

• *Among consumers,* radio can obviously be effective in driving home any of a number of facts about the essential strength of the economy. These are true facts—important facts. But, to be candid, for every slogan reminding the listener about future growth (and hence reminding him that this growth has now paused), I'll be happier with a hard-selling, persuasive, ingenious, convincing message selling a specific product—and naturally on radio.

Symbol
of fine
television
films

OFFICIAL
FILMS
INC.

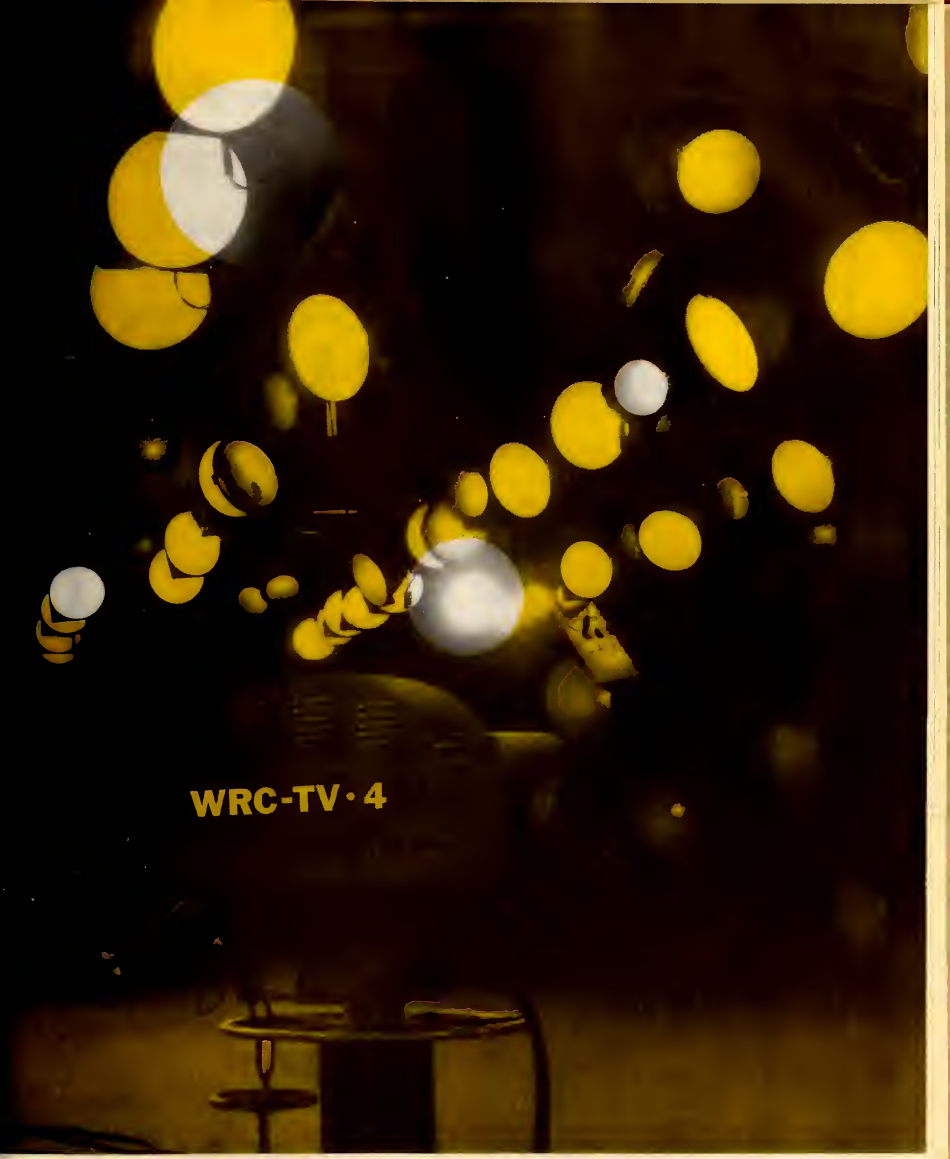
The Adventures of Robin Hood
Sir Lancelot
The Buccaneers
Decoy
The Big Story
Sword of Freedom
Vagabond
My Little Margie
Star Performance
The American Legend
Trouble With Father
The Star And The Story
Dateline Europe
Overseas Adventure
Cross Current
Rocky Jones, Space Ranger
My Hero
Colonel March of Scotland Yard
The Hunter
Willy
The Scarlet Pimpernel

VISIT OUR HOSPITALITY SUITE
NO. 2322-2323
BILTMORE HOTEL
NAB CONVENTION-LOS ANGELES

NEW YORK • ATLANTA
BEVERLY HILLS • CHICAGO
CINCINNATI • DALLAS • FAYETTEVILLE
FT. LAUDERDALE • MINNEAPOLIS
SAN FRANCISCO • ST. LOUIS

THE SWITCH IS ON!

There's an important new landmark on the historic Washington scene. A modern structure—the first ever designed from the ground up for color television—now houses WRC-TV and provides the most



advanced radio facilities for WRC. In its new home WRC-TV is more than ever a showplace of the Capital and Washington's *leadership* station in programming, in public service and in service to advertisers.

WRC-TV•4

NBC SPOT SALES

MEET THE BRITISH PEOPLE IN...

Topic

An exciting new human interest series of 13 quarter-hour TV programs... designed to acquaint Americans with British life. A new TOPIC *every week* describes the British people; how they work, play and live.

TOPIC is an up-to-date series of telecast films of actual visits and interviews conducted in a casual and entertaining manner by the well known husband and wife team of Julius and Joan Evans. This American couple chats with a Rhodes scholar at Oxford, talks to a British housewife on market day, interviews a Member of Parliament and visits other people and places which typify Britain and the British. The films give Americans a chance to understand their British counterparts.

● A pilot film can be seen by arrangement at our B.I.S. Office, Room 1111, 448 S. Hill Street, Los Angeles 13, Calif. (across from the Biltmore). Call MAdison 6-4411

FOR FALL RELEASE

For Your Public Service Programming.
Information sent FREE Upon Your Request.

Radio-Television Division

BRITISH INFORMATION SERVICES

an Agency of the British Government

45 Rockefeller Plaza, New York 20, N. Y. • CI 6-5100

Advertiser and agency opinion:

Here's what admen would like to see discussed at convention

Station men attending the convention will discuss topics of interest to advertisers and agencies as well as problems of direct concern to themselves as station operators. To help NAB members pinpoint these topics, SPONSOR went to half a dozen key advertiser and agency executives and asked them: What problems of interest to advertisers should stations thrash out at the convention? Among the subjects these executives mentioned were opportunities for creative nighttime radio programing, rates, ratings, overcommercialization of air media.

Alan Garratt, *Advertising Manager, ACC Division of The American Tobacco Company.* Stations ought to get together at the convention and come up with ways to make spot easier to buy. For example, when we buy a spot radio campaign, we have to check rating books for every market and every station. But we buy spot like a network. There ought to be a single source we can go to for this information. Maybe Hooper or Pulse can put it together in one book. Or, what about a group of say 50 CBS or NBC affiliates banding together and putting out audience data? Another thing I'd like to see discussed is the question of pre-emption of network television shows. Pre-emptions interrupt continuity and prevent the regular advertiser from selling when he might particularly want to be on the air.

Lee Rich, *vice president, director of media, Benton & Bowles.* Stations at the convention should take this opportunity to make television more flexible to buy. I'm talking about spot, of course, since that's what the stations are most interested in. I have no specific policies to recommend but, for example: Stations sell 10-second announcements, they sell 20's and they sell minutes. Why shouldn't they sell 30's also? I'm sure there are many new ways of offering spot tv that advertisers would be interested in. Another thing. Tv is already a great medium but there are some things stations can do to make it even greater. I'm talking about triple-spotting and other kinds of over-commercialization. Let's keep it under control.

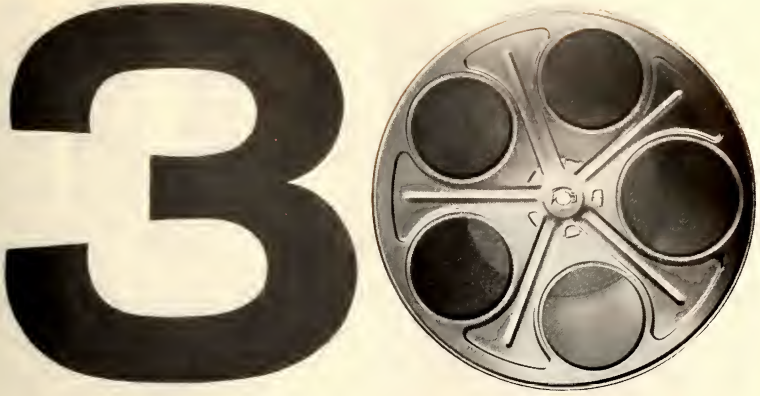
George Abrams, *vice president and director of advertising, Revlon, Inc.* One of the most important subjects stations should get into at the convention is this subject of ratings. This concerns not only advertisers, of course, but stations, too. This is what they have to sell—this is their method of audience measurement. I've said it before and I'll say it again: The personal coincidental interviewing technique is the answer to the ratings problem. Most people agree with this but say it's too expensive. Based on Miles Wallach's test in Syracuse, we think the industry can afford it. Another subject stations should get into is the problem of keeping radio *alive* at night. This can be done but it requires creative experimentation to find programing answers.

What the NAB convention should discuss

Edward H. Mahoney, *vice president, director of tv and radio, Cunningham & Walsh, New York.* One subject stations ought to get into at the convention is how to let agencies know about top local shows. Right now we often have to do a bit of digging. Any rep who comes around with a package of good local shows will get attention on Madison Ave. This subject of local shows—whether they be live or film—is very important to us. With the changing merchandising patterns of recent years, we have to be flexible in our broadcast operations. Our media department works closely with tv/radio group on such local show buys.

Arthur Pardoll, *group media director, Foote, Cone & Belding, New York.* A number of topics should be discussed by radio and television stations at the Convention. First, rates must be related to the values and potential available to advertisers. Sharp rate increases, particularly in mature television markets and in early morning radio, must be justified largely on the basis of additional media values.

Secondly, more attention should be devoted to overcommercialization. Of grave consequences is the practice of cutting network television promos and even the opening and closing portion of shows to accommodate more spots. Thirdly, I'd like to see some thought given to improving nighttime radio shows.



30 YEARS OF MOTION PICTURE MUSIC

American Society of Composers, Authors and Publishers now presents a special issue of the ASCAP Program Guide entitled "30 Years of Motion Picture Music." The Society's membership includes those men and women who have contributed the big Hollywood hit tunes which were presented to the public from 1928-1958. The listing of recordings includes not only the song titles with their composers, authors and publishers, but also the names of the performing artists and the available recordings. Radio and television program men will find this booklet a tremendous source of programming material.

ASCAP

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS

575 MADISON AVENUE, NEW YORK 22, NEW YORK

NETWORK TV ADVERTISERS...LET US PROVE THAT

Spot TV can double... even quintuple your

Special Nielsen analyses just completed for NBC Spot Sales show that when Network TV advertisers add low-cost Spot TV to their network television programs, they can quickly reach twice, three times, four times, or even five times the number of different homes they now reach in key markets.

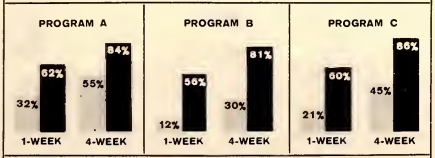
Spot TV can do a job like that for you, too! Let NBC Spot Sales—at no cost to you—order a Nielsen analysis to prove it. For this study, simply choose the Spot TV schedule best suited to your selling needs. You'll receive the results showing unduplicated-audience totals for your network program alone and unduplicated-audience totals for your network program *plus* your spot schedule.

triple...quadruple or key market audiences

Note: A phone call to NBC Spot Sales starts immediate action on a special Nielsen analysis for you. At present, these studies can be made for the New York, Chicago and Los Angeles markets. No cost for the study... no obligation to buy the Spot schedule.

NBC SPOT SALES

HERE'S HOW THE SIZE OF UNDUPLICATED NEW YORK AUDIENCES* MULTIPLIES WHEN YOU ADD WRCA-TV'S POPULAR LOW COST 14/50 SPOT TV PLAN TO SOME PRIME NIGHTTIME NETWORK PROGRAMS:



Cumulative audience delivered by network program

Cumulative audience delivered by network + 14/50 Spot TV Plan

*Percent of total television homes. Source: NSI, New York, December 1957

TWO-GET

A TRIANGLE STATION

WNHC-TV

BLAIR-TV

Sources: Television Magazine, February 1957 / ARB, Hartford-New Haven Total Area, November 13-19, 1957.

HERNESS

With our appointment (May 1) as national sales representatives for WNHC-TV, Hartford-New Haven, we now represent all of the fine Triangle Television Stations:

BLAIR-TV

WFIL-TV, Philadelphia
WNHC-TV, Hartford-New Haven
WNBF-TV, Binghamton
WFBG-TV, Altoona-Johnstown

BLAIR-TV Associates

WLBR-TV, Lebanon-Lancaster

WNHC-TV, the ONLY station covering a vast area of 893,640 TV homes . . . the entire state of Connecticut PLUS portions of Massachusetts and Long Island. WNHC-TV, delivering 60.4% MORE audience than next station in latest ARB total area study.

Television's First Exclusive National Representative

BLAIR-TV

New York—TEmpleton 8-5800
Chicago—SUperior 7-2300
Boston—KEnmore 6-1472
Detroit—WOodward 1-6030
St. Louis—CHestnut 1-5686
Dallas—RIverside 1-4228
Jacksonville—ELgin 6-5770
Los Angeles—DUnkirk 1-3811
San Francisco—YUkon 2-7068
Seattle—MAin 3-6270

Where to meet the reps & exhibitors

A.A.P., Inc.
Exhibit Rooms 2345-2352 Biltmore

ABC Film Syndication, Inc.
Exhibit Rooms 2356-2357—Biltmore

M & A Alexander Productions, Inc.
Exhibit Rooms 2354-2355—Biltmore

Ampex Corporation
Wilshire Room—Statler Spaces 1-11

Broadcast Music, Inc.
Exhibit Rooms 2107-2108—Biltmore

CBS Television Film Sales, Inc.
Newsfilm
Exhibit Rooms 1348-1352—Biltmore

Collins Radio Company
Ballroom Foyer—Biltmore Space 1

Flamingo Telefilm Sales, Inc.
Exhibit Room 2319—Biltmore

Foto-Video Laboratories, Inc.
Los Angeles Room—Statler

Gates Radio Company
Ballroom Foyer—Biltmore Space

General Electric Company
Garden Terrace Room—Statler

Harry S. Goodman Productions
Exhibit Rooms 2102-2103—Biltmore

Governor Television Attractions
Exhibit Room 2331—Biltmore

Guild Films Co., Inc.
Exhibit Rooms 2324-2325—Biltmore

Hollywood Television Service, Inc.
Exhibit Room 2337—Biltmore

International News Service—Telenews
Exhibit Room 2131—Biltmore

Lang-Worth Feature Programs
Exhibit Rooms 2305-2306—Biltmore

MGM-TV
Exhibit Rooms 2333-2334-2335—Biltmore

Medallion TV Enterprises, Inc.
Exhibit Room 2358—Biltmore

Modern Talking Picture Service
Exhibit Room 2225—Biltmore

NTA Film Network, Inc.
Exhibit Room 2344—Biltmore

National Telefilm Associates, Inc.
Exhibit Rooms 2328-2330—Biltmore

National Telefilm Associates, Inc.
Famous Films Division
Exhibit Room 2341—Biltmore

A. C. Nielsen Company
Exhibit Rooms 2112-2115—Biltmore

Official Films, Inc.
Exhibit Rooms 2322-2323—Biltmore

RCA Recorded Program Services
Exhibit Rooms 2300-2301-2302—Biltmore

(*Please turn to page* 34)

Representatives

Avery-Knodel
Town House

John Blair
Chapman-Park

Bolling
Biltmore

Branham
Biltmore

Broadcast Time Sales
(c/o Hollywood Office)

Henry I. Christal
Biltmore

Everett-McKinney
Town House

Forjoe Co., Inc.
Biltmore

Gill-Perna
Biltmore

Harrington, Righter & Parsons
Statler

Headley-Reed
Statler

George P. Hollingbery
Statler

H-R Reps
Chapman-Park

Katz Agency
c/o Los Angeles Office

The Meeker Co., Inc.
Statler

NBC Spot Sales
Biltmore

John E. Pearson
Town House

Edward Petry
Biltmore

Radio TV Reps
Biltmore

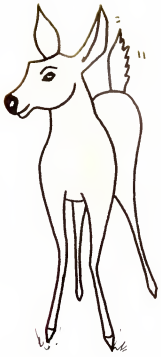
Paul H. Raymer
Biltmore

Simmons Associates
Hollywood Roosevelt

Venard, Rintoul & McConnell
Statler

Weed TV Corp.
Town House

Adam Young, Inc.
Ambassador



Your "Doe"

Means

and a quarter

A "Buck" Well Spent

(that's per thousand
in daytime minutes, if you please)

Call PGW. Your "Doe" will go a long way in the rich Denver market on

KBTV abc **Channel 9**

DENVER'S FAMILY STATION . . .

John C. Mullins, *President* — Joe Herold, *Station Mgr.*

Represented Nationally by Peters, Griffin, Woodward, Inc.

*Figures compiled from Television Magazine TV set count, February, 1958 plus estimated set count, five community antenna systems and from American Research Bureau, Denver Survey, January, 1958.

EXHIBITORS

(*Cont'd from page 32*)

Radio Corporation of America
Exhibit Rooms 2226-2227-2228—Biltmore & Ballroom—Biltmore Space 7

Raytheon Manufacturing Co.
Los Angeles Room—Statler

Roy Rogers Enterprises
Exhibit Room 2336—Biltmore

Sarkes Tarzian, Inc.
Wilshire Room—Statler Space 17

Screen Gems, Inc.
Exhibit Rooms 2303-2304—Biltmore

Sesac, Inc.
Exhibit Rooms 2134-2135—Biltmore

SPONSOR
Exhibit Room 2340—Biltmore

Standard Radio Transcription Services, Inc.
Exhibit Room 2361—Biltmore

Sterling Television Co., Inc.
Exhibit Room 2219—Biltmore

Telemat
Exhibit Rooms 2320-2321—Biltmore

TelePrompTer Corporation
Ballroom—Biltmore Space 5

Television Programs of America,
Exhibit Rooms 2221-2223—Biltmore

Trans-Lux Television Corporation
Exhibit Rooms 2215-2362—Biltmore

United Press Associations
Exhibit Room 2326—Biltmore

World Broadcasting System, Inc.
Exhibit Rooms 2200-2201—Biltmore

Ziv-Economee Television Programs
Exhibit Rooms 2100-2101—Biltmore

Ziv Television Programs, Inc.
Exhibit Rooms 2338-2339—Biltmore

Take FIVE and read...

The Spoolie STORY

Weaver PRODUCTS
4200 WALKER STREET MPLS. 26, MINN. • WEST 9-3222

Mr. Charlie Keys
Sales Manager
K O C O - T V
920 Britton Avenue

Dear Charlie;

We wish to thank you for the marvelous co-operation that we have received from K O C O - T V on our Spoolie hair curler promotion in Oklahoma City and the surrounding area.

Our sales for the first two weeks of the campaign amounted to

51,000 Bags of Spoolies!

This is more than $76,000 in retail sales.

The results are most gratifying considering that Spoolies retail for only $1.50 per bag.

During this same two week period, 600 new accounts in the drug, variety and super market category ordered Spoolies.

It was a real pleasure to have been the first "live" commercial to originate from Channel 5's new Oklahoma City studios.

Thanks again, to you, Captain KOCO, m.c. of "Popeye", Tom Gilmore, m.c. of "Hollywood Movietime", your fine camera men and crew.

We will continue doing business with you for a long time.

Very truly yours,
Helen Alpert
Helen Alpert

P.S. TV is the only media of advertising that we use for the sale of Spoolies.

MFGRS OF Spoolie HAIR CURLERS

THE TV SENSATION
HAIR CURLERS

KOCO OKLAHOMA CITY OKLAHOMA TV 5 ABC

KOCO'S CAPTAIN TOM OF POPEYE THEATER GETS BEARD CURLED BY HELEN OURING LIVE SPOT.

Ashley L. Robison, Gen. Mgr.
Charlie Keys, Comi. Mgr.

Cimarron Television Corporation
920 Britton Ave., TR - 8-2113

See:
BLAIR TELEVISION ASSOCIATES

BUSINESS IS GOOD* AT WTCN-TV

MINNEAPOLIS • ST. PAUL

*And with good reason...WTCN-TV is now the best television buy in the Twin Cities.

abc television network -- REPRESENTED NATIONALLY BY THE KATZ AGENCY

the SWING is to ABC

AND

KMBC-TV

in Kansas City

when the most families watch TV the most!

—during the hours from 3 p.m. to 10 p.m. (ARB Report), or from 3 p.m. to 9 p.m. (Nielsen Report). Study the latest available survey figures below. In this valued 3 p.m. to 10 p.m. time segment, KMBC-TV leads, all the way!

And in addition to presenting the programs that are most popular in the Heart of America, KMBC-TV, the Area's most-powerful TV station with a 1,079-foot "tall tower."

REACHES 31,943 MORE FAMILIES IN ITS CLASS A SERVICE AREA than any other Kansas City TV station! For full minute (not just chain break) availabilities,see your Peters, Griffin, Woodward Colonel.

NIELSEN 4-Wk. SURVEY—MAR. '58—METRO AREA TOTAL HOMES REACHED—KANSAS CITY

(Based on Quarter-Hour Homes Reached by All Stations)

STATION X (KMBC-TV)	3 p.m. to 6 p.m. ..... 72,100 homes (Mondays through Fridays) 6 p.m. to 9 p.m. ..... 106,400 homes (Sundays through Saturdays) KMBC-TV TOTAL .....178,500 HOMES	KMBC-TV Leads by 3.6% Over Second Station
STATION Y	3 p.m. to 6 p.m. ..... 61,100 homes (Mondays through Fridays) 6 p.m. to 9 p.m. .....111,200 homes (Sundays through Saturdays) STATION Y TOTAL 172,300 HOMES	
STATION Z	3 p.m. to 6 p.m. ..... 55,400 homes (Mondays through Fridays) 6 p.m. to 9 p.m. ..... 100,300 homes (Sundays through Saturdays) STATION Z TOTAL .155,700 HOMES	14.6 % Over Third Station

ARB 4-Wk. SURVEY—JAN. '58—METRO AREA (Sundays through Saturdays)

Station Share of Sets-In-Use Summary

STATION X (KMBC-TV)	3 p.m. to 6 p.m. 42.2% share 6 p.m. to 10 p.m. 33.1% share Total 75.3	KMBC-TV Leads by 20.3% Over Second Station
STATION Z	3 p.m. to 6 p.m. 29.4% share 6 p.m. to 10 p.m. 33.2% share Total 62.6	
STATION Y	3 p.m. to 6 p.m. 28.4% share 6 p.m. to 10 p.m. 33.7% share Total 62.1	21.2% over Third Station

IN NETWORK OR STATION-PRODUCED SHOWS . . . KMBC-TV LEADS! ARB Report — January, '58

Highest-Rated Network Show KMBC-TV
WYATT EARP
(Also Kansas City's highest-rated once-weekly show and highest-rated night-time show)

Highest-Rated Children's Show KMBC-TV
MICKEY MOUSE CLUB
(Also Kansas City's highest-rated multi-weekly show and highest-rated day-time show)

Highest-Rated Newscast KMBC-TV
THE TEN O'CLOCK NEWS
(Also Kansas City's highest-rated station-produced local live show)

Highest-Rated Sportscast KMBC-TV
SAM MOLEN'S SPORTS

Highest-Rated Weathercast KMBC-TV
CHANNEL 9 WEATHER GIRL

Highest-Rated Women's Show KMBC-TV
HAPPY HOME THEATRE
(With Bea Johnson, McCall Award Winner, now seen Wednesdays at noon in a new, full-hour "how to do it" show titled "Here's How"—a women's show "spectacular")

CHANNEL 9
KMBC-TV
11th and Central, Kansas City 5, Mo.
Telephone HArrison 1-2650

JOHN DAY S., *President*
JOHN SCHILLING, *Executive Vice President*
GEORGE HIGGINS, *Vice President and Sales Manager*
KARL GREIMER, *Manager, KMBC-TV*

For full-minute (not just chainbreak) availabilities, call your PGW Colonel!

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

And in Radio, it's the KMBC KFRM Team

1st in Heart of America

KMBC *of* Kansas City—KFRM *for* the State of Kansas

Marketing tools, trends, research data and trade tips

FILM-SCOPE

26 APRIL 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Wilson Meats is in the market for a new series to replace its current run with Dr. Hudson's Secret Journal in 25 markets.

MCA isn't taking the show into another year of production.

K&E, Wilson's new agency, hopes to find a star as satisfactory to Wilson as Dr. Hudson's John Howard.

Although syndicators claim they're holding back on pilots until 1 June, there was no dearth of new product being pitched to agencies this week.

Agency tv heads say they've seen plenty of film product, but so far aren't committing themselves.

Some pilots doing the rounds: Ziv's Dial 999, TPA's Thunder Ridge, NTA's This Is Alice, CBS TV Film's Colonel Flack, MCA's S.A. 7, Official's Western Union.

Advertisers looking for viewer-familiar syndicated series this fall will also have a wealth of off-network shows to pick from.

The likely list so far includes both winners and losers: Eve Arden Show, You Are There, Mr. Adams and Eve, Sally, Loretta Young (those not starring Loretta), Adventures of Jim Bowie, Burns & Allen, Circus Boy, Court of Last Resort, Ozzie & Harriet, West Point, Navy Log, Robin Hood.

Note: CBS TV Film will probably package Eve Arden and The Brothers as a single series.

KETV, Omaha, is the first station to buy the complete Paramount package of 700 features. Deal covers a span of years and reruns.

The price estimated to be in excess of $800,000.

By studying the latest Rorabaugh Report you'll get a clue as to why syndicators are betting on westerns and adventure series as the top sellers for the coming season: the biggest regional advertisers prefer these two types of tv film.

In terms of sponsor categories Rorabaugh indicates this line of preference:

BREWERS: (these constitute the largest regional buyers) show a marked leaning toward **adventure** series:

FOOD: (the next largest users of syndicated film) the strongest yen is for **westerns.**

AUTOMOTIVES, GASOLINE, APPLIANCES, DRUGS: **mysteries** are the No. 1 favorite.

Flashes from the film field: 56% of stations now telecasting CNP's new Union Pacific are scheduling it in prime time between 8 and 10 p.m. . . . **Ziv** reports that in a check of its national advertisers it found 21% of its sponsors also have one or more network shows . . . **NTA** is spending in the neighborhood of $200,000 in an intensive three-week ad campaign to promote its Big Night programing plans for fall.

For further news of film see SPONSOR-SCOPE, and Film Wrap-up, page 58.

MARKETING WEEK

26 APRIL 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Add another to the many reasons why spot broadcasting's flexibility is important:

The store hour patterns of supermarkets differ greatly east and west of the Mississippi.

For example: western supers have more evening openings than eastern stores. Super Market Institute reports that 97% of new $1 million-a-year supers west of the Mississippi are open six or seven evenings a week. This compares with 44% east of the river.

The contrast in Sunday openings is even more marked. In the western areas, 57% of the new million-dollar supers are open on Sunday. In the east the figure is only 11%.

Figures cover 147 supers opened in 1957.

While this is no sudden development, its importance is being increasingly recognized by air media sellers and buyers.

While tv networks are not normally highly-touted for flexibility, they can, on many occasions, compare favorably with other media on this score.

One factor is that show sponsors can switch to a new campaign swiftly merely by switching commercials.

That's one of the reasons Pillsbury is using tv to kick off its hefty drive to introduce seven cake mixes at one fell swoop. **Warren Peterson, Pillsbury marketing director, said of the upcoming tv network-national magazine drive: "Tv is more flexible. You have to schedule farther in advance when you use magazines."**

The kick-off is 1 May, follows tests in two markets. **U.S. consumers will get first word of the new products on Pillsbury's portion of Playhouse 90, a recent buy.** Following this will be additional pressure on three CBS daytime shows. Pillsbury has one segment each on Art Linkletter's Houseparty, Edge of Night and As the World Turns. The ad barrage will be completed in the national magazines.

(Pillsbury's daytime buys, incidentally, are all on Thursday. **This gives the advertiser the contiguous "three-brand rate":** the client gets each segment at 26.6% of the hour-rate rather than 40%, which is the single quarter-hour cost.)

There are a number of reasons for Pillsbury's unusual step in offering seven brands for debut at one time.

Not least among them is the additional shelf space Pillsbury will carve out for itself, a factor of tremendous importance these days and particularly important in the multi-brand cake mix field. Another factor is high consumer impact. Pillsbury marketer Peterson points out: **"These days grocery retailers and wholesalers are interested in immediate consumer acceptance."**

The flour firm has gotten good acceptance for its new brands from the wholesale trade. Pillsbury is now busy pushing its retail distribution.

Radio advertisers (and all others, too) please note:

Practically everybody goes supermarket shopping by automobile.

Facts and figures backing up this statement are in the recently-released Super Valu Study, a detailed survey of six midwest voluntary supermarkets by Progressive Grocer magazine.

The study found that 91% of all customers drive to the stores. Even in the city stores the figure was 84% and in suburban stores it was as high as 98%.

THE FIRST COMPREHENSIVE STUDY OF THE FREE TIME OF FARM FAMILIES NOW COMPLETED!

This 114-page Study was made by the University of Wisconsin, with a special WBAY grant. 523 Farm Families, most of them living in the Land of Milk and Honey, have a mighty interesting story for you Agencies and Advertisers. **WRITE FOR YOUR FREE STUDY**

THE LAND OF MILK AND HONEY

WBAY CHANNEL 2 GREEN BAY, WIS.

As media competition grows, SPONSOR ASKS:

Should stations be ranked by total tv c

Three station presidents challenge the ranking of television markets by standard metropolitan area. Number of sets not population should be criterion, they say.

John F. Dille, *pres., WTRC, Elkhart, Ind., WSJV-TV, South Bend, Ind., WKJG and WKJG-TV, Fort Wayne, Ind.*

Markets should be rated by coverage, not metro area

It is a continual source of amazement to me that many agencies still rank television markets by the size of their standard metropolitan areas instead of by the actual coverage of the tv station or stations.

There is little to be said for the SMA concept of ranking tv markets other than simplicity, non-controversy and tradition. On the other hand, ranking tv markets by tv coverage is not only utterly logical and completely justified from a research standpoint, but it enables an advertiser to make extremely efficient buys.

The plain fact is this: there is often little correlation between the size of a metropolitan area and the coverage of its television stations. In other words, advertisers who rank markets by SMA when developing a market list for a spot buy very often short change themselves in terms of potential audience reached.

When markets are ranked by their tv coverage area, they are ranked by the number of people effectively reached by television, which is exactly what the advertiser is buying.

Many large agencies have established criteria based on Grade B areas or surveys which determine the effective coverage areas of tv stations. This automatically places all markets in terms of actual homes delivered — which is just what the advertiser wants.

Furthermore, the interurbia trend has diminished the importance of the metropolitan areas. Population is no longer clustered about the cities but often spreads out in elongated tongues which link city to city. Ranking by tv coverage will reflect the new population patterns and deliver maximum homes to the advertisers.

Wholesalers and retailers have long recognized the importance of reaching people outside of metropolitan markets, and have channeled their thinking into area concepts. As a result, they often make extremely economical buys.

A great many stations have a rich, *exclusive* area to offer advertisers— an area which often cannot be reached in its entirety by any other means— although their home city is not listed among the top 30 metropolitan markets. Furthermore, many stations have satellites and advantageous combination buys which an advertiser may overlook unless he uses an area approach.

John C. Cohan, *co-owner & general manager, KSBW-TV, Salinas and KSBY-TV, San Luis Obispo, Calif.*

Advertisers should ask: "Am I getting maximum circulation?"

There is only one reason for ranking tv markets and that is to establish potential circulation for the purpose of buying television time. If markets are ranked by metropolitan area rather than by tv coverage, then the rankings will not reflect the potential circulation. In the West, for example, you can have a metropolitan area of more than 50,000 but with little circulation outside. On the other hand, you can have a television station which is not listed as a metropolitan area but will deliver circulation over a wide area, thus giving the advertiser much more potential.

The challenge of our time is to improve our advertising and selling methods. From 1946 to 1956, America increased its productivity by 64% yet distribution increased by only 22%.

Many of the yardsticks we use to measure advertising potential are today outmoded.

Nor is there any one yardstick that will accomplish this. However, every buyer of television time should ask himself the question: Am I getting the most circulation for my advertising dollar?

Simple arithmetic quickly reveals that a television station delivering 100,000 sets at a rate of $350 per hour in a single station market, is a better advertising buy than a station serving 300,000 sets at a rate of $600 per hour in a three station market.

Buying television time by metropolitan areas only, rather than by tv coverage creates a situation in which the advertiser does not get the most for his advertising dollar, particularly when you study those metropolitan areas from No. 60 to No. 150. A station which is predominant in 50 communities, none of which are of sufficient size to be classed as a metropolitan market, will deliver much more audience to the advertiser than a station in some metropolitan markets on the list.

To cite just one example: Our home county, Monterey, has a population in excess of 185,000 with no metropolitan areas in the county. Another California county, covering about the same

erage or by ?

land area, has one metropolitan city by rank. Yet, the total population of the county is only 114,000. In this particular comparison, ARB coverage plus rating reports indicate five times as much audience for one station in the non-metropolitan area as opposed to the station in the metropolitan area. In another California case, it can be illustrated that a station in a non-metropolitan area has 15 times as many regular viewers as a station in a metropolitan area. This points up the fallacy of buying time on the basis of anything but tv coverage plus viewing.

The buying of television time is extremely complex. Every station should be bought on the basis of number of sets delivered daily and not because the station is located in a metropolitan area. This is the only way the advertiser will get the most for his tv advertising dollar.

Joe Floyd, *president, KELO-TV, Sioux Falls, S. D.*

Cost-per-1,000 can be more favorable in smaller markets

The two main advantages for the advertiser in ranking markets by television area coverage rather than by metropolitan size are: first, he will be able to properly evaluate his buying in terms of people and homes reached and second, he will be able to buy more efficiently with maximum audience per dollar invested.

It is obvious that a two-station market of 100,000 population will charge a much lower rate than a market of

(*Please turn to page* 65)

Maine Citizens at Work

(*Maine Dept. of Economic Development photo*)

Shipbuilding in Maine is older than the Nation. The Bath Iron Works, builders of destroyers, destroyer escorts, and presently missile-firing vessels, is one of the blue chip industries that contribute substantially to the economy of the 13-county area

SERVED AND SOLD BEST BY WCSH-TV

It's a $1,110,896,000 market* comprising southern Maine and eastern New Hampshire.

NCS #2 and the later Pulse and ARB area studies all give Channel 6 wide margins of coverage and viewer preference.

(*Preliminary data Sales Management Survey of Buying Power subject to final revisions*)

NBC-TV affiliate

Weed-Television

WCSH-TV 6

PORTLAND, MAINE

A pictorial review of local and national industry events

PICTURE WRAP-UP

Almost 33,000 post cards were the result of only two commercials run by Ketchum, MacLeod & Grove to test viewer response to Thorofare Markets shown on KDKA, Pittsburgh. Swamped are (l. to r.) Warren Russel of KM&G, hostess Kay Neumann, Charles Llewellyn

When KTVH, Wichita, was denied permission to cover semi-finals of NCAA basketball game in Louisville, the station decided to take the clients to the game instead of vice-versa. Two busloads of clients traveled to Emporia, Kan., where KTVH provided tv sets and food

KTBS TV, Shreveport, wanted a station trademark and asked viewers for ideas. Winner from among more than 22,000 entries: this modest character by a housewife

John W. Davis, newly elected Chicago president of Station Rep Assn., receives congratulations from SRA president Frank M. Headley (l.), SRA mng. dir. Larry Webb (r.)

Emil Mogul (l.), ad agency head, receives trophy from Leslie T. Harris of CBS tv Film Sales, N. Y. Mogul won trophy for "outstanding achievement in creative merchandising" for promotion of *The Honeymooners*, via "Honeymooners' Sweepstakes" contest. Show is sponsored by Ronzoni Macaroni Co.

News and Idea WRAP-UP

ADVERTISERS

An expanded ad campaign to promote its toy and game products is underway by the Sidney A. Tarrson Co., Chicago manufacturer.

It centers on **tv spots** on leading local children's shows in 40 major metropolitan markets, including Chicago, N. Y., Philadelphia, New Orleans, Seattle, Los Angeles and Atlanta.

Par-T-Pak Cola is scheduling a saturation spot campaign in the San Francisco Bay Area and San Jose.

207 one-minute radio spots per week will be used. Agency: Honig-Cooper & Miner.

Campaigns:

• **California Sherry** will be featured in wine cooking demonstrations on 75 tv stations throughout the country—**explaining the uses of wine in cooking.**

• **Thos. D. Richardson Co.,** makers of mints and candies, plan an all-out, all-media, campaign, featuring announcements on *Breakfast Club* (ABC) from 30 April through June.

AGENCIES

The big spin of the week in agency circles was Emerson Foote's resignation as Geyer chairman to return to McCann-Erickson.

At McCann, Foote will be a director, senior v.p., operations committee member, and participate in creative advertising and marketing. He had been executive v.p.

Morh & Eicoff was appointed to handle the Grant Co., Chicago account.

Billing will be approximately $2.5 million annually on an estimated 300 tv stations. All network time will be placed by the N. Y. office of the agency—all spot announcements placed in Chicago.

D'Arcy held a seminar for 35 U. of Missouri students on the theme of **advertising and its contributions to the economic welfare of the nation.**

Participating in the lectures were Roger Bacon, account executive; Herbert Vogt, sec.; and Richard Greer, public relations manager of D'Arcy.

Change of names: Simmonds & Simmonds, Chicago, becomes **Tobias, O'Neil & Gallay, Inc.,** with offices in Chicago and N. Y. . . . Killingsworth & Associates becomes **Killingsworth-Moreland Advertising, Los Angeles.**

More on appointments: Emil Mogul, for Regal Shoe Co. . . . **L. H. Hartman Co.,** for Merkel, Inc. . . . **FC&B,** for Lever's Air-Wick . . . **Bresnick Co.,** Boston, for Dawson's Brewery . . . **Ross Reisman Co.,** L. A., for Tri-Way Productions . . . **Riedl & Freede,** for Mission of California, Inc.

Strictly Personnel: William J. Peterson, elected v.p., Cunningham & Walsh . . . **Sherman Slade,** executive v.p. and manager of the L. A. office, Honig-Cooper & Miner . . . **William Dempster** to the executive staff of Calkins and Holden . . . **Leslie Munro,** copy supervisor, Fletcher D. Richards . . . **Richard Snow,** v.p., C. M. Johnson, Bethpage, L. I. . . . **Gerald Freeman,** radio/tv director, Keller-Crescent Co., Evansville . . . **Lee Currlin,** associate media director on the P&G account, B&B . . . **Violet Sodergren,** media buyer, Wesley Aves, Chicago . . .

NETWORKS

Like NBC TV, ABC TV has issued a new rate card revising the discount structure.

The significant changes in the card:

• While still offering the maximum 32½% discount, the discounts on each time period, contracted firm and **noncancellable on an every week basis for 52 weeks,** goes from 5% to 7%.

2 + 2 = 4

FACTS!

FACTS!

FACTS!

FACTS!

WORL=BOSTON

1. AUDIENCE = ADULTS.
2. PROGRAMMING = No Razzle Dazzle TEEN TYPE Music.
3. COVERAGE = Saturates GREATER BOSTON — REACHES INTO 6 N. E. STATES.
4. COST = We Challenge You To Find A Lower Cost Per Thousand.

THE FACTS ADD UP

BOSTON'S BEST BUY

WORL

BOSTON

The "950 CLUB" Station

Represented Nationally

By

Headley — Reed Co.

• Time periods contracted firm for **26 alternate-week telecasts** over 52 consecutive weeks are entitled to a 5% discount.

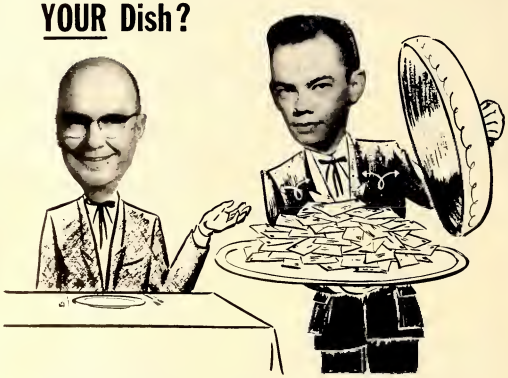
• One-minute participation: 22% of hour rate in Class A time 16½% in Class C & D time (four commercials per one-half hour) and 15% of hour rate in Class C & D time with six commercials per half hour.

Network notes: A million dollar damage suit filed by David Robbins, film producer and tv packager, against producers of *Dotto*, daytime quiz show . . . **P & G** renews *This Is Your Life* sponsorship for the 1958-59 season . . . Joining network: **KVKM-TV, Monahans,** Texas, becomes ABC TV affiliate 15 Aug.

Kudos: United Negro College Fund "Lincoln" award presented to **ABC** for its Negro College Choir broadcast . . . American Federation of Women's Clubs, Southern California, honors *Shirley Temple's Storybook* for "a new high level of child and adult viewing" . . . *Saturday Review* presents **NBC TV** with five awards for "distinguished achievement in the public interest."

New faces: Dick John, to the news staff of NBC, radio-tv . . . **Irv Lichenstein,** named director of exploitation for NTA's o&o stations.

Is MAIL PULL YOUR Dish?



Try Bill Mack's Famous Recipe

Bill Mack is KWFT's great country and western music personality. He serves up big, heaping portions of mail—country style. Over 500 pieces of mail each week!

Bill's a fabulous fellow. His daily disc jockey shows rank 7th on the national Country and Western Jamboree's annual D-J poll. He's equally popular as band leader and vocalist. He records for Mercury Starday . . . has had 50 original compositions published . . . has made personal appearances on CBS Radio's "Saturday Night Country Style," "Big D Jamboree," and "Louisiana Hayride."

Got something to sell? Bill Mack can sell it—throughout KWFT's great coverage area—½ mv/m radius of nearly 250 miles, in the rich Southwest. Nearly 4 million people! See your H-R man.

Ben Ludy
President & General Manager

LOW FREQUENCY
MAXIMUM CONDUCTIVITY
KWFT
Call Your H-R Man
620 kc -- Wichita Falls, Texas

CHICAGO REPORT

The big talk of the week among reps was the sudden emergence of Lewis-Howe as a user of saturation radio spot.

The buy: 40 announcements per week in about 30 top markets via McCann-Erickson.

Hopalong Cassidy is back, and **Keyes, Madden & Jones** has him. Representation of Hoppy, via a tv and radio package, and for franchising branded merchandise, has been placed with this Chicago agency by William Boyd. One hundred and four radio half-hours and twelve one-hour tv programs are part of the new Hopalong program package.

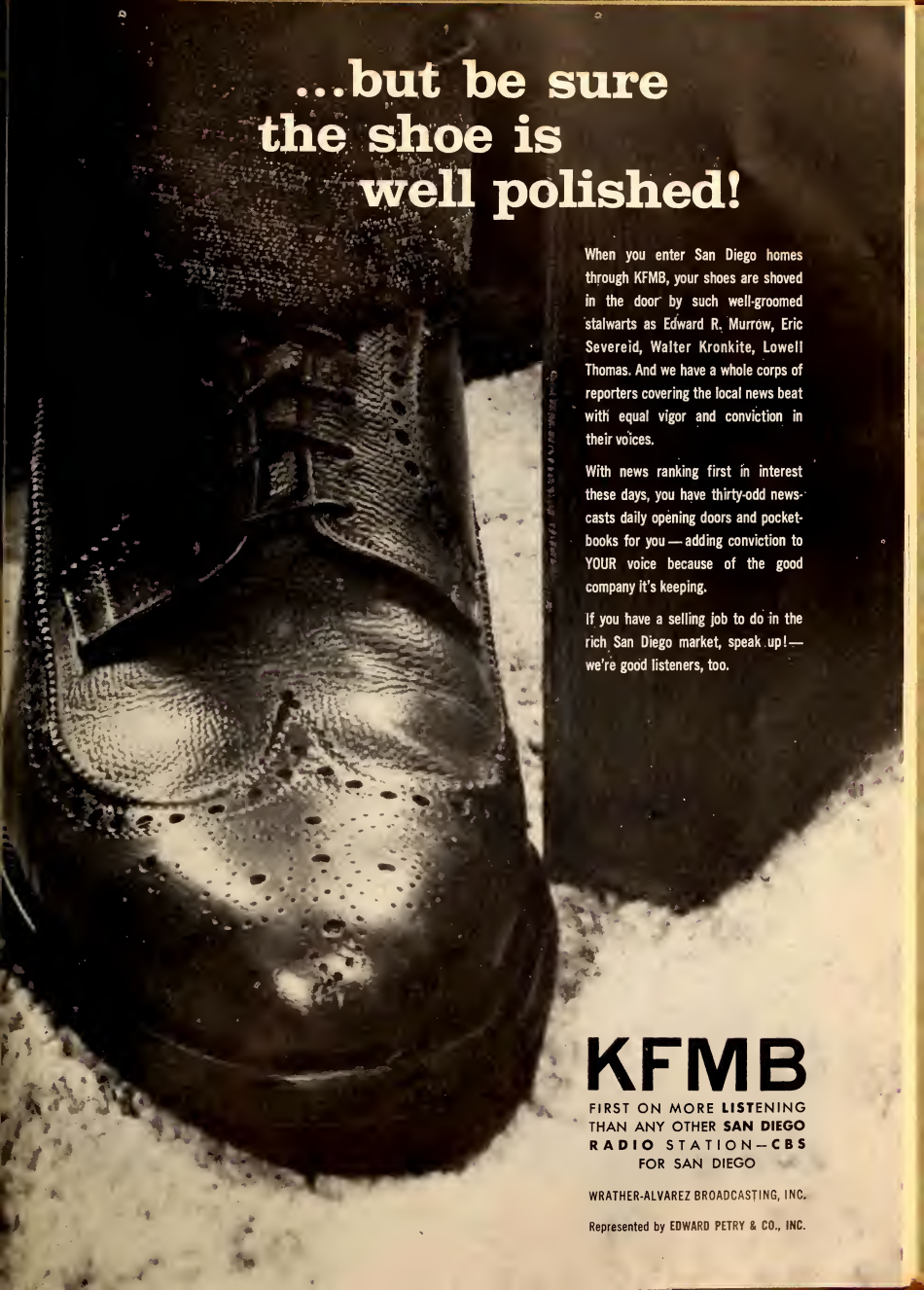
Two closed circuit telecasts are scheduled to originate here: The first one on Station **WNBQ** April 23, "The Better Business Bureau Story." The film is being presented nationally on the **NBC-TV** network as a service to the Association of Better Business Bureaus. Jules Herbuveaux, NBC v.p. and WNBQ general manager, will host the Chicago board of directors, 75 top business leaders of the area, at a luncheon preceding the showing.

The Broadcast Advertising Club heard **James W. Seiler,** Director of the American Research Bureau, speak on the Arbitron, ARB's newest electronic device for measuring tv audiences.

"*The Big Inning,*" a baseball television quiz debuts Sunday on **WGN-TV.** The half-hour program, featuring telephone calls to contestants, is sponsored by Manhattan Motor Sales, via Burlingame-Grossman.

Texaco designated April 18 as "WGN Day," and all radios in their service stations were turned to WGN that day.

KWTV, Oklahoma City, and the Avery-Knodel Company hosted Chica-



...but be sure the shoe is well polished!

When you enter San Diego homes through KFMB, your shoes are shoved in the door by such well-groomed stalwarts as Edward R. Murrow, Eric Severeid, Walter Kronkite, Lowell Thomas. And we have a whole corps of reporters covering the local news beat with equal vigor and conviction in their voices.

With news ranking first in interest these days, you have thirty-odd newscasts daily opening doors and pocketbooks for you — adding conviction to YOUR voice because of the good company it's keeping.

If you have a selling job to do in the rich San Diego market, speak up! — we're good listeners, too.

KFMB

FIRST ON MORE **LIST**ENING THAN ANY OTHER **SAN DIEGO RADIO** STATION — **CBS** FOR SAN DIEGO

WRATHER-ALVAREZ BROADCASTING, INC.

Represented by EDWARD PETRY & CO., INC.

WMBD-TV
CBS
PEORIA

FIRST 66 DAYS
OF TELECASTING
Arb Reports-

"Family Theatre"

(4-6 PM WEEKDAY VARIETY PROGRAM)

★ dominates the 5 to 6 segment—leads in 20 out of the 20 quarter-hour periods!

★ delivers 200% more adults than the other two stations combined* . . .

★ delivers an average adult audience of 76.5% (37.4% men—39.1% women)* . . .

**Based on ARB—March, 1958 Report*

CONTACT YOUR P.G.W. COLONEL FOR THE COMPLETE FACTS ABOUT PEORIA TELEVISION!

CBS
PEORIA
WMBD-TV

go timebuyers at luncheon film presentations last week.

Agency activity:

Grant Advertising upped its total billings to the $100 million level by acquiring its second west coast agency, the **Burke Company** of Seattle. Grant recently absorbed the six offices of Abbott-Kimball.

Dancer-Fitzgerald-Sample was awarded Pard Dog Food, Swift'ning, and Jewel Oil, **Swift** and Company products resigned by JWT.

Berry Refining Company, marketers of Hy-Test 303 Fuel Oil in Illinois, Indiana, Wisconsin and Michiban, named **H. W. Kastor & Sons** to handle its advertising.

New faces in new places:

James C. McDonough has joined EWRR as account exec. McDonough formerly was v.p. and Chicago manager of Al Paul Lefton Company.

ASSOCIATIONS

BPA president Elliot Henry, in a promotion piece to station managers, urges membership in the Broadcasters Promotion Association for these reasons:

1) **The annual seminar** . . . a two-day work session devoted to radio/tv promotion ideas, projects and problems.

2) **The monthly idea exchange** . . . BPA "idea" bulletin covering audience, sales and merchandising promotion and an employment exchange.

3) **Profitable contacts** . . . with other station promotion people.

Plugging National Radio Month:

NAB mailed promotion kits to stations to help radio broadcasters sell the medium during National Radio Month in May.

Theme of the campaign: "Radio is close to you . . . at home . . . on the move . . . in your community . . . Radio is close to all America"

Among the contents of the kit are: 70 spot announcements; 72 promotion and program ideas; fact sheets on radio, and other data sent to all NAB members.

"America's retailers will stage their biggest promotion campaign this summer, resulting from the increase in radio use during the warm months."

So reports "Summergram," a newsletter of summer-selling tools provided by RAB to its members. It quotes Sindlinger & Co.'s finding:

Radio listening increases 89.5 million hours on an average summer day . . . compared to an average day in February.

BMI, through its president Carl Haverlin, is presenting the original scripts, documents, etc., pertaining to the radio series, *The American Story*, to the Columbia University Libraries.

Meetings and conventions: The **Connecticut Broadcasters Assn.** holds its convention 23 May . . . The **Kansas Assn. of Radio Broadcasters** meets 24-25 May . . . **American Management Assn.** convenes 19-20 May, with President Eisenhower and Vice-Pres. Nixon scheduled on the program . . . the **Canadian Assn. of Radio/TV Broadcasters** meets 12 May in Montreal.

FILM

NTA reports an 18% increase over last year in total contracts written during the first quarter.

Net income, however, due to "higher costs," was down from $508,631 to $422,006.

Sales:

• **Four Ohio supermarket chains have joined with a Cleveland wholesale grocery supplier in a cooperative sponsorship of Target over WJW-TV, Cleveland.**

The supplier is Spartan Grocers and the chains: Square Deal, Payfiar and Savmor of Cleveland, and Food Fairs of Lorain. It marks the first tv venture for all.

• Recent multi-station sales by Sterling TV included *Abbott & Costello, Bowling Stars, Bowling Time* and various cartoon series, plus several single stations sales of other offerings.

• Fifteen sales this week of ABC Film's *Galaxy 20* package of features brings the total markets sold to more than 40. Another ABC product, *Kieran's Kaleidoscope*, 26 quarter-hour films, was bought by Ray Forest for his **WRCA-TV's** Children's Theatre.

Hitch **YOUR** Wagon to the Star stations and Watch Your Sales GO UP!

2 VITAL Stations in 2 Important Markets Serving over 3 Million People

FIRST and Getting FIRSTER all the time

KOIL
No. 1
A Vital Force in Selling Today's OMAHA

KMYR
No. 1
A Vital Force in Selling Today's DENVER

Check the RATING of Your Choice
Your STAR STATION is a MUST BUY Station!

the Star stations
IF RESULTS ARE A MUST, SO ARE THE STAR STATIONS
DON W. BURDEN — *President*

KOIL — Omaha
NATIONAL REPRESENTATIVE
AVERY-KNODEL

KMYR — Denver
REPRESENTED NATIONALLY BY
ADAM YOUNG, INC.

KWIK — Pocatello
NATIONAL REPRESENTATIVE
AVERY-KNODEL

as impossible as trying to sell Portland without

KPTV

channel 12 NBC

Shaggy apes aside, the one *sure* way to sell the big-buying Oregon and Southwestern Washington market is KPTV—your lowest cost-per-thousand buy with top audience and coverage.

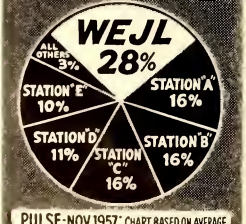
Oregon's FIRST Television Station

Represented Nationally **Portland, Oregon**

by the Katz Agency, Inc.

BILL PIERCE Show

SCRANTON'S TOP MORNING SHOW BY NEARLY TWO TO ONE!



PULSE-NOV. 1957: CHART BASED ON AVERAGE SHARE OF AUDIENCE FOR 12 QUARTER HOURS 6:00 TO 9:00 AM, MONDAY THRU FRIDAY

• Ask Meeker

WEJL The Scranton Times

SCRANTON, PENNSYLVANIA

Other sales recorded this week included AAP's *Vanguard* package of features to five stations.

New offerings: Two new Warner series went under the camera this week: *Howdy Podner*, half hour comedy series, and *Public Enemy*, hour-long adventure to star former All-American Frank Gifford . . . AAP started selling its new *Jupiter* package of 52 Warner films, which includes *Key Largo, Casablanca, Captain Blood.*

MGM is unveiling three packages of short subjects this week at the NAB convention: *Our Gang* comedies (52), a *Crime Does Not Pay* series (48), and *Passing Parades* (65).

In the foreign markets: Six series, totaling 672 dubbed half-hours, were sold recently in Latin America by ABC Film. Series are *26 Men, Code 3, Racket Squad, Sheena, Passport to Danger* and *Three Musketeers.*

Sheriff of Cochise is the first series available through NTA's new foreign offices.

At the NAB convention: Regis Films will hold open house at its Hollywood studios during the NAB get-together . . . *Gene Autry, Gail Davis (Annie Oakley), Tod Andrews (Gray Ghost), Kenneth Tobey* and *Craig Hill (Whirlybirds),* and *Tim Moore (of Amos 'N Andy)* will all put in personal appearances at CBS TV Film's NAB suite . . . AAP will highlight caricaturist Sally Zippert in its convention exhibit.

A new entry into tv film production this week is the Mirisch Co., independent film producers.

Mirisch will produce two series for fall in conjunction with Louis Edelman and NBC.

Strictly personnel: Five salesmen have been added by AAP for its new Gold Mine division: **Len Hammer,** eastern division; **Lester Tobias,** western division; **James Stern,** southeast; **Sam Posner,** midwest; and **Bill Mattingly,** southwest.

Mel Dellar has been named executive producer of MPO's new west coast operation . . . **John Porterfield** has joined the sales-syndication force of Gross-Krasne . . . **Sheila Morrell,** named to the p.r. department, NTA.

CHANNEL 2

the only advertising medium completely covering . . .

MIDLAND
ODESSA
BIG SPRING

in

"OIL-RICH" WEST TEXAS

Channel 2 KMID-TV MIDLAND, TEXAS

Venard, Rintoul & McConnell, Inc.
South—Clarke Brown Company

ONE OF THE FIRST 100 MARKETS

WHBF
RADIO & TELEVISION

The station of marketing success in the Quad-Cities

CBS

REPRESENTED BY AVERY-KNODEL, INC.

RADIO STATIONS

Fox Ideas, Inc., is marketing comedies routines for stations to intersperse between the playing of the Top 40.

Altogether the recordings of each comic runs to an hour and the roster includes Henny Youngman, Joey Bishop, Sid Gould, Phil Foster, Peter Donald, Morey Amsterdam, Buddy Lester and Jackie Miles.

The bingo invasion spreads: Under the name of **"Carlo,"** the new national pastime will be brought to radio audiences via **WCOP,** Boston and **WHIM,** Providence. Sponsors: Star Markets, Boston, and United Star Markets, R. I. and Mass.

The "top 40" debate waxes: Rock 'n Roll and the "top 40" in pops lost another round on **WISN,** Milwaukee. **Listeners and clients opposed the change of format . . . prefer standard tunes.**

Habla español: WHOM, New York, will **air Yankee home and road games** with play-by-play descriptions **in Spanish.** Sponsors are P. Ballantine, R. J. Reynolds and Progresso Brand Foods.

Business up in Bridgeport: WICC's first-quarter business **topped this time last year by 13.2%.**

National business upped 56.9% during the quarter, and local business held its own. Pretty good, in view of current conditions.

Long term contract: Talman Federal Savings and Loan of Chicago signs up for 15 hours of programing per week for three years on WFMT, Chicago.

The hours cover the a.m. classical music shows, and Sunday opera.

Tradition continues: For the fifth consecutive year, **Chrysler Corp. and the Plymouth Div. sign to co-sponsor** the midwest football **Game of the Week,** via **WJR,** Detroit. Airs in the Fall.

Radio's psychological warfare

THE OLD WEST LIVES AGAIN...

AT

EL RANCHO VEGAS

Las Vegas, Nev.—DUdley 2-1300

INDIVIDUAL BUNGALOWS ON 66 SPACIOUS ACRES DEDICATED TO YOUR MODERN COMFORT BUT STRESSING WESTERN ATMOSPHERE.

...the world famous OPERA HOUSE THEATRE RESTAURANT presents nightly the greatest names in show business in lavish productions reminiscent of the exuberant Frontier Days.

Phone Direct for Reservations

New York LOngacre 3-6149 | San Francisco YUkon 2-7105 | Los Angeles BRadshaw 2-3366

Beverly Hills BRadshaw 2-3366 | Chicago MOhawk 4-0111 | Miami Beach JEfferson 8-0591

WHEREVER THERE'S MUSIC

...THERE'S BMI

● VISIT BMI HEADQUARTERS
Rooms 2107-2108
Biltmore Hotel
NAB CONVENTION

BROADCAST MUSIC INC.

589 FIFTH AVENUE, NEW YORK 17, N.Y.

against the recession continues:

• **WKAP, Allentown, Pa.,** regularly airs editorials urging listeners to push the wheel of prosperity by their purchasing power. Slogan: **"If you want it, buy it . . . *Your* money greases the wheel."**

• **WINS, N. Y.,** commences a full-scale campaign via spot announcements. Theme: **"You auto buy now"** and **"Buy days mean more pay days."**

• **WWRI, West Warwick, R. I.,** checks the local employment service daily via beeper telephone and dubs program *Want A Job?* . . .

• **WEOK, Poughkeepsie, N. Y.,** ends each newscast with a local report on the good things happening in business.

• **WIP, Philadelphia,** opens fire on **"operation optimism."** Three one-minute broadcasts daily highlight the brighter side of the economic picture.

• **WTNJ,** Trenton, N. J., in cooperation with local merchants, is airing sale of **"Recession Block-Buster"** coupon books for $3 . . . valued at over $100 in merchandise and services.

• At a luncheon honoring Edward Ragsdale, general manager, Buick, **Norman Knight, president of the Yankee Network,** urged the defeat of recession by **"creating more business and more opportunities . . ."**

(See story on stations' anti-recession campaigns, page 36.)

New affiliation: KENT of Shreveport, La., adds NBC to its MBS affiliation.

Kudos: Joseph Seideman, account executive, KBIG, Catalina, Cal., named one of the top ten creative salesmen of the year by Sales Executives Club of L. A. . . . Department of Defense Reserve Award to **WIS, Columbia, S. C.** . . . **James Bormann,** director of news and public affairs, WCCO, Minn.-St. Paul, received the Minnesota Safety Council Award . . . **Gladys Webster,** WCAU, Philadelphia, presented an award of merit by Phila. Ad Women Club . . . Top Awards from the Pa. Associated Press Broadcasters Assn. copped by **WEJL,** Scranton and **WCAU,** Phila.

National Safety Council's 1957 Public Interest awards to: **WCUE,** Akron, Ohio; **KMOX,** St. Louis; **WCBS,** N. Y.; **WDGY,** Minn.-St. Paul; **WWDC,** Wash., D. C.

Promotions, stunts, contests:

• **KRUX, Phoenix,** under co-sponsorship of Pepsi-Cola and A.R.A. Automotive Air Conditioning, offered prizes to listeners **guessing correct time the mercury would zoom to 108 degrees.**

• **WBZ & WBZA, Boston,** throwing a weekend party at Jug End Barn in Mass. to celebrate the resort's 30th anniversary.

• **WCUE, Akron,** promoting a new concept of programing . . . **to encourage the audience to listen with "both ears."**

New faces in old places: Bert Cowlan, appointed general manager, WBAI-FM, N. Y. . . . **Robert Sinclair,** promoted to station manager, WCHS, Charleston, W. A. . . . **Norman Wain,** morning news editor, WDOK, Cleveland . . . **Tony Graham,** named production manager, WEED, Pittsburgh . . . **Donald MacLachlan** to general sales manager and **Michal Sands** to assistant station manager, WGSM, Huntington and WGBB, Freeport, N. Y.

More people on the move: Robert M. Hetherington, general manager, KXLW, St. Louis . . . **Kirk Zumwalt,** account executive. KDAY, Los Angeles . . . **Kenneth Kurtz,** news editor, WIS, Columbia. S. C. . . . **Herb Landon,** director of public relations and **John Newman,** director of advertising and promotion, WMGM. N. Y.

TV STATIONS

The general managers of the Corinthian stations and the central Corinthian staff form N. Y. meet in Palm Springs 1-4 May.

Purpose: to cover policy and operating problems, and provide the opportunity for voicing ideas and opinions.

The general manager participants include: Robert McConnell, WISH & WISH-TV, Indianapolis; **R. Morris Pierce,** WANE & WANE-TV, Ft. Wayne; **James Richdale,** KOTV, Tulsa; **Paul Taft,** KGUL-TV, Houston.

The staff participants include: **C. Wrede Petersmeyer,** president; **Robert Bryan,** sec.-treas.; **Johnston Northrop,** asst. to pres.; **George Jacobs,** engineering director; **Don Kearney,** sales director; **Robert Salk,** programing director; and **Charles Smith,** research director.

Station opening: KFSD, Inc., San Diego, opens its new million-dollar studios 4 May. It will house its TV. AM & FM stations and studios.

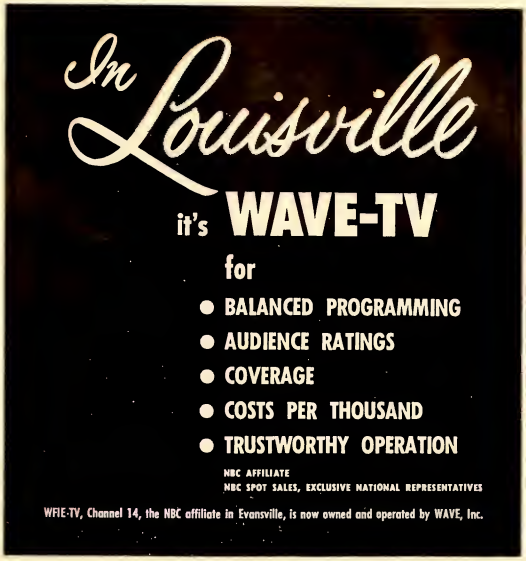
Temporary quarters: KREX-TV, Grand Junction, Colo., gutted by fire, erected temporary studios through the use of tent cameras . . . loaned by **KBTV, Denver.**

Public service, education:

• **WCNY-TV, Carthage-Watertown,** N. Y., begins a pilot program of educational tv for *in-school* viewing. Subject: *elementary science.*

• **WBAP-TV, Ft. Worth,** eases the teacher shortage scene by offering *Adventures In Education,* a weekly telecast for **teacher-training program.**

• **WJBK-TV, Detroit,** offers a college credit course—*American History to 1865,* in cooperation with the U. of Detroit.



"PAAR-TICIPATION" is the keyword to get your share of the great multi-billion dollar North Florida-South Georgia market—your lowest cost per thousand buy to cover the growing Jacksonville area.

"Jaxie" suggests you give Ralph Nimmons a call in Jacksonville at ELgin 6-3381 or your nearest P.G.W. "Colonel" for availabilities.

BASIC NBC AFFILIATION

Represented by Peters, Griffin, Woodward, Inc.

WFGA-TV Channel 12 Jacksonville, Florida
FLORIDA'S COLORFUL STATION

CHANNEL 8 WSIX-TV NASHVILLE

DOMINATES THE DAYTIME in Middle Tennessee

In 134 of 160 weekday quarter hours between 9 A.M. and 5 P.M., WSIX-TV is in *First* or *Second* place in Nashville's 3-station market!*

AGAIN Channel 8 delivers more audience per dollar!

ALSO

The Highest-Rated night-time movie (55.3 share of audience)

The Highest-Rated live program—wrestling (50.5 share of audience)

Represented by:
H. R. TELEVISION, INC.
CLARKE BROWN COMPANY

*(including ties)
March 1958 ARB

YOU CAN'T MISS! with . . .
WEAU-TV
THE BIG CHEESE
IN WISCONSIN

- Programming the BEST of all three networks, ABC, NBC and CBS.
- A single station market in the heart of Wisconsin . . . covering twice the population and twice the area with our new 1,000 foot tower with maximum power.
- Serving the giant land of ¾ million people and two million cows.

WEAU-TV EAU CLAIRE, WISCONSIN
See your Hollingbery man in Minneapolis, see Bill Hurley

Awards: **WMAR-TV, Baltimore,** honored for community service by the Community Chest and Red Cross . . . **WXYZ-TV, Detroit,** Youth Bureau show named by Big Brothers of America for distinguished public service . . . **WTIC-TV, Hartford,** cops the Grand Award from the Ad Club of Hartford for public service advertising . . . **WBTV, Charlotte** and **WBTW, Florence, S. C.,** recipients of 1957 Public Interest award by the National Safety Council.

Promotions and assignments: **William Morrison,** to the sales staff, KRON-TV, San Francisco . . . **Walt Bodine,** director of news and special events, WDAF & WDAF-TV, Kansas City . . . **John Stodelle,** local sales manager, KFMB-TV, San Diego . . . **Jack Joyner,** news director, WSIX & WSIX-TV, Nashville . . . **Fred Vance,** named station manager, KVOA-TV, Tucson . . . **John Zehntbauer,** elected chairman of the board of directors, Fisher Broadcasting Co. . . . **Leonard Mosby,** appointed program manager, WMBR-TV, Jacksonville . . . **William Johnson,** sales service supervisor, WTTG-TV, Wash., D. C. . . . **Jack Lynn,** named programing director for WNTA-TV. Newark . . . **George Whitney, Jr.,** sales manager in L. A. office for KERO-TV, Bakersfield, and KFMB-TV-AM, San Diego.

FINANCIAL

Stock market quotations: Following stock in air media and related fields are listed each issue with quotations for Tuesday this week and Tuesday one week ago. Quotations supplied by Merrill Lynch, Pierce, Fenner and Smith.

Stock	Tues. April 8	Tues. April 22	Change
New York Stock Exchange			
AB-PT	16	17	+1
AT&T	173¾	177½	+3¾
Avco	6	6	
CBS "A"	27⅝	29⅛	+1½
Columbia Pic.	15	15	
Loew's	13	14¼	+1¼
Paramount	33¼	34⅝	+1½
RCA	30⅞	31⅞	+1
Storer	22¼	22½	+ ¼
20th-Fox	24	26⅜	+2⅜
Warner Bros.	19¼	19	— ¼
Westinghouse	58⅛	58⅝	+ ½
American Stock Exchange			
Allied Artists	3⅛	3	— ⅛
Assoc. Art. Prod.	10	9¾	— ¼
C&C Super	1/16	1/16	
Dumont Labs	3¾	3¼	— ½
Guild Films	2⅞	2⅝	— ¼
NTA	5⅝	8¼	+2⅝

SPONSOR ASKS
(*Cont'd from page* 53)

200,000 to 250,000 people which has three or four stations. In other words the cost-per-thousand to the advertiser in many situations is more favorable in the smaller markets because fewer stations share the audience. Utilizing this practical approach, the advertiser can often make a more favorable buy in a lower ranking area than in a larger market.

As a case in point I would like to take the Sioux Falls metropolitan area (since it's the one I am most familiar with) of 86,000 people and compare it with a major market of 418,900 people also located in the north central region of the United States.

It might seem at first glance that the second, or larger market is relatively more important, while the former could be easily overlooked without serious loss. But such is not the case.

Total coverage of the above markets tells the real story. We find that although located in a smaller metropolitan market, the first station, KELO-TV, has a 1,000-foot tower, high power, favorable terrain and, most important, two strategically located boosters. We then discover that the smaller market station has a coverage of 1,200,000 people with 244,931 sets. and as an added bonus, the majority of these sets are able to receive only one channel. In examining the "major" market we find that it is served by three stations, and therefore the potential audience is divided by three.

Now let's see what these facts do to ratings and comparative cost-per-1,000. At 8:30 p.m. on a given Friday the ARB reveals that the *highest-rated* station in the "major" market reached 80,247 homes. With a 20-second rate of $213.75, this yields a cost-per-thousand of $2.66. But the station in the "smaller" market, Sioux Falls, by the same criteria, reached 85,109 homes at 8:30 p.m. Since the rate was only $113 for 20-seconds, this means the cost-per-1,000 was $1.32, approximately half the cost to the advertiser for the same amount of homes and people reached. It is apparent which is the better buy. Yet if markets were ranked by metropolitan populations, you would find that the "major" market is 49th in the nation, and the smaller market the 188th.

These results are consistent at any time of the day or night.

Great Albums of Music Station

PULSE REPORT *

a 3 months study
of listening habits
reveals

WVNJ

has more listeners
in essex county
than any radio station
in New York or New Jersey

Represented by:
Broadcast Times Sales
New York OX 7-1696

Essex County: population 983,500
Effective Buying Income $2,324,743,000
per family E.B.I.—$7,940

Source: Sales Management—
Survey of Buying Power—May 1957

WVNJ Newark, New Jersey
RADIO STATION OF The Newark News

* A copy of this revealing report will be mailed to any advertiser or agency.

WASHINGTON WEEK

26 APRIL 1958
Copyright 1958 SPONSOR PUBLICATIONS INC.

As the industry spotlight shifted to the NAB convention in L. A. this week it left in its wake this assortment of hearing testimony, bureau edicts and whatnot:

FEE TV: The tv networks and numerous affiliates were asked by the FCC to explain their **on-the-air activities on the issue of cash-on-the-barrelhead tv.**

The action was in response to complaints from Zenith and Skiatron that the exponents of free tv went overboard on presenting their own side.

The FCC request falls far short of the sort of probe some Congressmen asked. Of significance to their attitude is the fact that lately they've been deluged with anti-fee-tv mail, whereas some months ago the majority of the few letters received seemed to favor a pay-tv trial.

In its let's-see-what-you-have-to-say epistles to networks and stations the FCC implied **charges of improper slanting of news and programing** on the subject. All were invited to send details of programs and the presentation of both sides.

BARROW NETWORK STUDY REPORT: Affiliates of all three tv networks in testifying on the report before the FCC **urged that networks be let alone.**

The gist of the testimony: The purpose of the report was to protect the affiliates from the networks . . . but who needs protection? . . . weaken the networks and you weaken us at the same time.

Richard A. Moore, president of KTTV, L.A. Independent, took sharp exception to this viewpoint. He charged **option time and must buy violate anti-trust laws,** served to nationalize tv and insulate big national advertisers from competition by small local advertisers.

Moore argued that good network programs cleared just as well outside option time and that option time merely serves to give poor programs a "base on balls." Only in 10 markets with more than three tv stations, he added, does the local advertiser have a crack at prime time.

BMI AND THE SMATHERS BILL: A parade of star witnesses took issue with Senator Smathers about outlawing network ownership of music publishing, licensing and recording companies.

Performers as well as broadcasters affirmed it made no difference to radio or tv stations whether they played ASCAP or BMI music.

Tennessee Governor Clement declared that the formation of BMI had allowed his state to grow a hill-billy music industry, while ASCAP had frozen out this kind of music.

LEGISLATIVE OVERSIGHT SUBCOMMITTEE: Rep. Oren Harris and this group unexpectedly got back to the FCC this week.

Harris called for **hearings on the FCC's handling of communications industry patents.**

The new probe was aimed at charges against RCA, which has pleaded innocent to Justice Department allegations of monopoly. Trial of this case is pending.

The Appeals Court agreed to turn the hot-potato Miami Channel 10 case back to the FCC for further hearings.

The court directed the FCC to probe whether there were attempts to influence the FCC by anybody connected with any of the applicants for the channel. (It will be recalled the testimony on this point created lots of fireworks before the House Legislative Oversight subcommittee.)

Another question the court tossed into the FCC's lap: Should Commissioner Mack have disqualified himself from voting? (Mack, it will again be recalled, resigned under fire from the subcommittee.)

SPONSOR HEARS

26 APRIL 1958
Copyright 1958
SPONSOR PUBLICATIONS INC.

Recalled this week at a farewell luncheon to **Frank Silvernail** (page 6) was his now **classic bit of advice to Harold Fair** when he landed in New York for Bozell & Jacobs:

"Be nice to all station reps, but never pay for your own lunch."

Watch for the Ed Sullivan show to become more and more what the Rudy Vallee show was in the earlier days of radio: an incubator of personalities and ideas.

The tryout of **Allan King** in some situation comedy bits is a sample.

Add to the list of agencies bartering films for random spots: Kushins, Anderson & Takaro, N. Y., which specializes in mail order accounts.

Its current article of barter is the **Errol Flynn Theatre.**

After inspecting the tv film fare available out of Hollywood, a veteran Madison Avenue radio-tv director observed this week:

"It looks as though the bigger agency will have to get back into show business out of self-protection and develop a few new ones of their own."

One of the hush-hush operations at the McCann-Erickson corporate level is media trend and planning evaluation.

Reason for the secrecy: a matter of tact. What with so many subdivisions and offices involved, **advance revelations could pull the nose of many a "local" expert out of joint.**

The report that FCC legalities are getting interested in the rash of bingo games will recall to industry veterans the **Pot o' Gold episode** in the 1930's.

NBC fought the FCC's designation of "Pot" as a lottery to the higher courts and **emerged a victor.** Meantime the show had gone off the air and the excitement of getting something for nothing had died down.

Maybe because of their background or maybe because of the nature of their trade, **the heads of station rep organizations rate well up in the ranks of the best-dressed men on Madison Avenue.**

A poll probably would include these winners: **Lew Avery, George Bolling, John Blair, Robert Meeker, Ed Petry, and Paul Raymer.**

When spot sellers check the credit of one of the biggest current users of the medium they discover this puzzle:

Dun & Bradstreet tilts a questioning nostril—yet the account's credit line at the local bank is **good for as much as a couple million.**

The key: The head of the firm is an old-line rugged individualist who believes **information passed on to D&B can only help the competition.**

Alabama's Oldest Station
Alabama's Newest Programs

Dave Campbell . . .

A telephone, interested listeners, and Dave Campbell—these make up one of the most popular nighttime programs in the Birmingham area, "The People Speak."

As moderator of this award-winning show which broadcasts listeners' conversations with Dave on any and all subjects, Dave keeps phone calls and comments coming in at a rapid pace. And listener interest is captured at just as rapid a pace!

Through research and active participation, Dave is also a recognized authority on hunting and fishing, giving his colorful, accurate reports on "Sports Outdoors."

His genial disposition, good humor, and genuine interest in people and their problems make Dave a "personal" friend of his listeners . . . and they are many in number! These same folks will be friends of your clients' products, too, when Dave delivers your sales messages.

Witty, entertaining Jim Lucas charms the ladies on "Breakfast at the Tutwiler," the youngsters on "Teentime," and entertains all on "Funfare."

Able, incisive Charlie Davis heads up WAPI's news staff, which has won more awards than any other Alabama station.

Pleasing to the eye, Barbara Bender is an equal delight to the ear as she fills her role as co-emcee and vocalist on "Breakfast at the Tutwiler."

Informality is the watchword with Leland Childs as he hosts "The Early Risers' Club" and greets the afternoon audience on "Hi Neighbor."

RADIO sets tuned to Owen Spann "The Morning Man" and to "Spannland" deliver the latest music, weather information, and news in a humorous vein.

Represented nationally by HENRY I. CHRISTAL

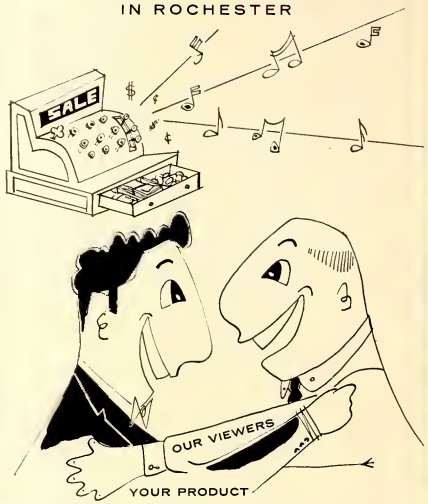
WAPI Birmingham

The **NEW** Voice of Alabama

sister station to **WABT,** Alabama's **B**est in **T**elevision

IT MAKES SUCH WONDERFUL MUSIC

IN ROCHESTER



when good fellows get together!

Personally, we think that your product and our viewers were just made for each other! And, believe us (or any Rochester Area Survey!), we've got a LOT of viewers in this rich Rochester territory!

If you're seeking real pay-off spots in this area, buy CHANNEL 10, the channel that gets the majority of viewers, over all, from sign-on to sign-off, according to the Latest Rochester Metropolitan Area ARB Survey, February, 1958!

The meeting of your product and our viewers will be accompanied by the background music that is so popular with every sponsor—the jolly ringing of the cash register with the one-word lyric—SALES!

In Rochester, N. Y.
IT ALL ADDS UP TO
10
CBS BASIC

COMPTON

(*Continued from page 37*)

next fall," says Lewis Titterton.

In making network tv buys, Titterton works hand-in-hand with Frank Kemp, media v.p. A long-time Compton man, Kemp rose from the media ranks, recalls working at the agency when Compton's media department included Bill Maillefert now Petry vice president in charge of radio; Fred Apt, now media director at Parkson; Dan Potter, corporate planning director at Norman, Craig & Kummel; Miles Wallach, head of his own new research firm.

Kemp, a ruddy-complexioned, soft-spoken man in his early forties, heads up a department of five associate media directors who help plan strategy for accounts, 18 timebuyers and assistants, and 14 print buyers and assistants. When he came into the department in 1938, it numbered less than 20.

"We're particularly conscious of media efficiency, and our aim in buying net time is maximum circulation," Kemp told SPONSOR. "Sponsor identification with programing could never be proved to sell goods, but effective commercials reaching a maximum audience will sell. When we hear of a time period coming open on a network through our contacts, we immediately put out a program availability sheet to all our buyers and to all the account men in the agency to see whether they're interested. If one is, we can move fast."

Titterton and Kemp discuss the time period available, but Titterton is responsible for the programing buy.

"We're very happy about the results this year," says Kemp. "Our cost-per-1,000 of commercial minutes on our nighttime programing in December 1957 averaged $2.98 against the $3.84 average for a nighttime half-hour on the three networks."

Al Seaman, exec v.p. and creative head of the agency, is responsible for the Compton approach to advertising copy and commercials, once the network buy has been made, and Frank Brandt, head of tv commercials, for production and execution of copy.

"Our tv billings have actually exceeded the tremendous rate of growth of the agency as a whole during the past decade," says Cummings. "And it is likely that it will continue to account for a large share of total billings during the future."

taking the word

ACROSS THE WIDE MISSOURI

Time was when river traffic was the only way of getting the word across the Missouri and into the Kansas and Nebraska territories.

Now in the electronic era, KCMO-Radio in Kansas City performs the same service with the speed of light. The same service, we say, because KCMO-Radio brings the exchange of ideas and the exchange of goods and services to homes in parts of four states—all of them touched by the "Mighty Mo."

And add to this KCMO-Radio's award-winning news and outstanding record of public service in the million-population Greater Kansas City market.

In more ways than one, 50,000-watt KCMO-Radio is the most powerful voice in Kansas City.

KCMO-radio

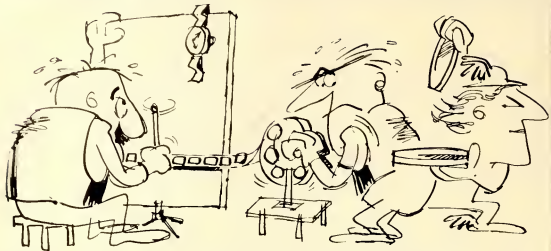
Kansas City, Missouri
Joe Hartenbower, General Manager
R. W. Evans, Commercial Manager

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.—Blair-TV
TULSA	KRMG		John Blair & Co.

Represented nationally by Katz Agency

Meredith Stations Are Affiliated with BETTER HOMES and GARDENS and SUCCESSFUL FARMING Magazines.

WE HAVE NEVER MISSED A DEADLINE



ASK ANY OF OUR CLIENTS AND THEY WILL TELL YOU THAT WE NOT ONLY MAKE OUR FILMS GOOD, WE ALSO MAKE THEM ON TIME. **animation inc.** 8564 MELROSE AVE. / HOLLYWOOD 46, CALIF.
**list furnished on request*

REACH 2 GREAT INLAND EMPIRES

KXOA

SACRAMENTO
1ST PULSE OCT. 1957
more quarter hour firsts
6:00 a.m. to midnight
51st Market population*
45th Market Retail Sales*
22nd Market Sales Per Hsld*
*SRDS

KXO

El Centro - Imperial Valley
Over 50% of Valley
Audience for 31 Years
(Every Survey)
Nation's 7th Farm County

KXOA
Rep—McGauren-Quinn or
Howard Haman, V.P.

KXO
Rep—Raymer or
Riley Gibson, Pres. KXO-KXOA

NEW STAR SALESMAN

(*Cont'd from page* 41)

show that housewives just don't get very excited about white bread; they take it for granted. So we felt that we had to create the kind of advertising that would first draw interest to itself, then take that interest and transfer it to the product."

A study done in New York showed that, following the introduction of this campaign, Tip-Top gained not only in brand recall but in share of market.

The creation of Emily Tipp reflects a pioneering spirit by R. Arnold Jackson, Ward president. The idea is a distinct departure from competitive advertising.

"We were looking for the kind of salesman who would knock quietly at the door, be admitted and give a friendly sell. But we had to be sure that our salesman would be friendly, so that viewers would let him come in willingly, and even be happy to see him," he says.

"I think Emily Tipp does this exceptionally well. Her approach is that of a friendly visit, and she makes people happy to receive her into their homes."

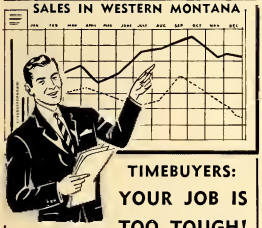
Last year Ward Baking had an all-time high total sales record—$104,208,177, a 3.9% gain over 1956. "We expect a modest sales gain for Tip-Top this year," Jackson says, "for which Emily Tipp and our new packaging can take credit."

A full promotion and merchandising campaign has been built around the campaign. Emily Tipp appears almost everywhere the company name occurs. In the new package design (advertised as designed by her grandson, Linton Tipp), in trade advertising, on point-of-purchase displays, on outdoor boards and car cards, and even in a corporate ad in *Barron's*, giving the company's financial highlights for 1957, there is a picture of Emily Tipp.

In cases where Ward feels that Tip-Top doesn't get enough prominence, a series of picture post cards, from 12 cities around the world, is being sent to buyers and operators. Hand written, the cards are signed Emily Tipp.

Neither the company nor the agency sees any foreseeable limit to Emily Tipp's effectiveness. Because she is a single character, it is easy to introduce new characters and maintain interest. Then, too, says the group head, "as we understand her better, the commercials become both easier and better."

WNEM-TV
CHANNEL 5
OFFERS YOU A
4 BILLION DOLLAR
MARKET
THAT NO OTHER ONE
STATION CAN COVER
ACCORDING TO THE
ARB SURVEY
(JANUARY '58)
Ask Your Petryman
WNEM-TV
NBC
GENERAL OFFICES & STUDIOS
GERITY BROADCASTING CO.
BISHOP AIRPORT—FLINT
CE 5-3555
abc
SAGINAW OFFICES
201 N. WASHINGTON
PL 5-4471
Gerity STATION
BAY CITY OFFICES
WENONAH HOTEL
TW 3-4504

SALES IN WESTERN MONTANA

TIMEBUYERS:
YOUR JOB IS
TOO TOUGH!
IF YOU'RE NOT USING
KMSO ch 13
TO SELL WESTERN MONTANA
- 42,000 TV HOMES
- ONE DOLLAR PER 1000
- 80% UNDUPLICATED

CALL OR WRITE
NAT. REP. GILL-PERNA
KMSO — MISSOULA, MONTANA

JOHN BLAIR

(Continued from page 42)

head of Blair-TV recently his offer to Ed Shurick, then v.p. and director of station relations at CBS-TV, was so attractive that despite Shurick's obvious fondness for the CBS organization and counter incentives by Frank Stanton, Shurick took the job.

Paradoxically, Blair is labeled as expense-account conscious by men who have worked for him. SPONSOR has checked these charges and concluded that while John Blair will put money where it counts he has little use for front or frills. His offices are trim and functional, his lobby almost nonexistent. He comes from Chicago (where his father before him was a prominent advertising man for nearly half a century) but he has the thrift-instincts of a New Englander when it comes to expense accounts, excessive rents, and many another cost item that spells the difference between a profitable business and one that is not.

When it comes to service and promotion expenses John Blair goes all out. Today 13 people are employed in sales development alone. He is one advertising practitioner who believes in the power of advertising; he is one of the few station reps who have consistently practiced what they preach when it comes to promoting their own firms and the spot media they represent. His trade paper ads promoting the values of spot have made their impact for years; in 1957 the television division won first place in its category in SPONSOR's annual awards for the best trade paper ad campaign of the year.

Good service

To get a line on Blair—independent or network champion?—we asked where it counted most. We asked timebuyers. They said they didn't look at it that way; they only knew that Blair handled good stations and provided unusually reliable, helpful, and prompt service. They spoke flatteringly of Blair salesmen.

So today John Blair, with his 187 employees (43 of whom are stockholders), his 10 offices, his burgeoning volume, marks his twenty-fifth year at the peak of his profession.

Blair's current extra-curricular activity is planning a building of his own in Chicago. "He's taking his time about it," says a friend, "but he'll move when the time is right. He jumped fast enough when tv came along."

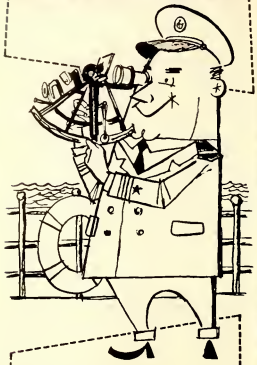
OLD FASHIONED
FIGURES
are
Out-Of-Date

Better check
YOUR NEW
ratings!
BEST
SEATTLE
BUY!
KOL
5000 watts 1300 KC
NATIONAL REPRESENTATIVE
BOLLING COMPANY, INC.

IMPACT!

62.5%
BIGGEST SHARE OF AUDIENCE
IN AMERICA IN MARKETS
OF 3 OR MORE STATIONS
FIRST *in the nation in share of audience*
FIRST *in 407 of 469 rated quarter-hours*
FIRST *with 15 of the top 15 shows*
FIRST *with 5 of the top 5 syndicated shows*
*ARB, December 1957
4 CBS
KROD-TV
CBS Television Network • Channel 4 • El Paso, Texas
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

use
CHANNEL 4-SIGHT

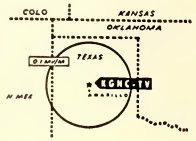


You don't have to know how to use a sextant to get your bearings. You're always headed in the right direction on the Golden Spread when you use Channel 4-Sight.

More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw

Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS

CONTACT ANY KATZ MAN

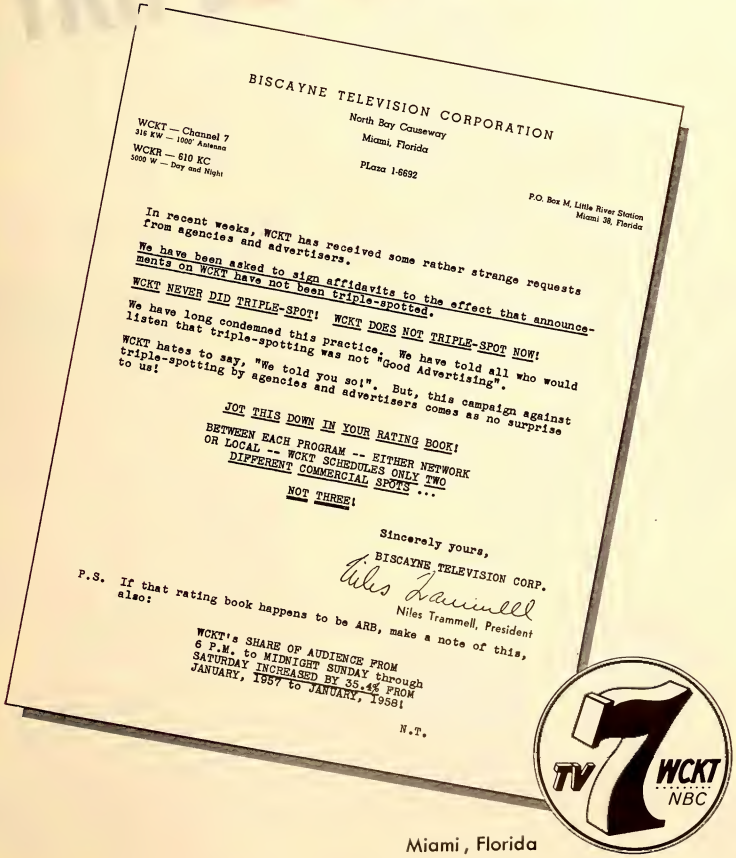
Tv and radio NEWSMAKERS

Raymond E. Nelson has been named president of the Bremer Broadcasting Corp., corporate owner of WNTA and WNTA FM, Newark-New York, and also general manager of both radio stations. He will be responsible for over-all management policies as well as the station's daily activities. Previously he served as vice president and general manager of the National Telefilm Association Film Network, and prior to this was director of national spot sales for the Television Bureau of Advertising. Nelson was eastern production manager at NBC for several years and served with MBS as program exec in charge of the network's tv experiments. He was president of the Keystone Advertising Agency and Nelson Productions, Inc., for nine years.

Paul C. Louther has been promoted to vice president in charge of radio, and radio station manager at WVET, Rochester. Louther had been program director for both radio and tv at the Veterans Broadcasting Co. The promotion serves to bolster the needs of what VBC terms "*modern radio,*" with Louther concentrating on exploring new techniques and methods in radio broadcasting. The station will abandon more traditional forms of radio, and plans heavy emphasis on up-to-the-minute news coverage. Louther has been with WVET and WVET-TV since 1948, when he started as copywriter. Taking over as program director will be another 10-year man with the company, F. Chase Taylor, Jr., who continues as operations manager in addition to this new duties.

William R. Brazzil has been appointed vice president in charge of sales for WTVJ, Miami, it was announced by Mitchell Wolfson, president of WTVJ. His new position places Brazzil at the head of all branches of the station's sales department. Before joining WTVJ in 1953 Brazzil served as a member of the National Broadcasting Co. network tv sales department for a year and a half. Prior to that, he was tv sales manager for KSTP-TV, Minneapolis, and also served as regional sales manager for WMCT, Memphis. Replacing Brazzil as national sales director for WTVJ is Ken Bagwell, formerly assistant director of national sales.

TRIPLE SPOTTING



BISCAYNE TELEVISION CORPORATION

North Bay Causeway
Miami, Florida

PLaza 1-6692

WCKT — Channel 7
316 KW — 1000' Antenna
WCKR — 610 KC
5000 W — Day and Night

P.O. Box M, Little River Station
Miami 38, Florida

In recent weeks, WCKT has received some rather strange requests from agencies and advertisers.

We have been asked to sign affidavits to the effect that announcements on WCKT have not been triple-spotted.

WCKT NEVER DID TRIPLE-SPOT! WCKT DOES NOT TRIPLE-SPOT NOW!

We have long condemned this practice. We have told all who would listen that triple-spotting was not "Good Advertising".

WCKT hates to say, "We told you so!". But, this campaign against triple-spotting by agencies and advertisers comes as no surprise to us!

JOT THIS DOWN IN YOUR RATING BOOK!

BETWEEN EACH PROGRAM -- EITHER NETWORK
OR LOCAL -- WCKT SCHEDULES ONLY TWO
DIFFERENT COMMERCIAL SPOTS ...
NOT THREE!

Sincerely yours,
BISCAYNE TELEVISION CORP.
Niles Trammell
Niles Trammell, President

P.S. If that rating book happens to be ARB, make a note of this, also:

WCKT'S SHARE OF AUDIENCE FROM
6 P.M. to MIDNIGHT SUNDAY through
SATURDAY INCREASED BY 35.4% FROM
JANUARY, 1957 to JANUARY, 1958!

N.T.

TV 7 WCKT NBC

Miami, Florida

SPONSOR SPEAKS

AMST stands for good telecasting

From time to time we hear reports from station managers of the excellent work and exchange of ideas stemming from the activity of a growing organization of tv stations—the Association of Maximum Service Telecasters (AMST).

But the crowning tribute came this week from Buddy Sugg, newly appointed NBC Vice President in charge of NBC-owned stations and NBC spot sales. Said Buddy, "Of all the industry organizations I've been associated with, AMST has helped me most and given me the most satisfaction."

What gives his comment special validity is the fact that since resigning his post as head of the Oklahoma Publishing broadcast properties, he has terminated his affiliation with AMST. Buddy says that AMST (which cooperates closely with the NAB) works hard at improving tv station practices with respect to public service and engineering. Many of the 108 member stations maintain stronger codes of ethics and practices than the highly-regarded NAB Code. They are talking of branching out in new directions of better television service. They will meet at the NAB Convention in Los Angeles to decide on an identifying symbol to be used promotionally by all AMST stations.

The only requirement for membership in AMST, headed by Jack Harris, KPRC-TV, Houston, is utilization of maximum power authorized by the FCC. But what these members are trying to achieve is the optimum in telecasting.

We can only applaud this effort.

The summer hiatus

From all indications sponsors will again use reruns and old movies to protect their time-slot this summer.

The success of the *$64,000 Question*, which debuted in the summer, and the annual return of Mike Stokey's *Pantomime Quiz* are proof that summer viewers will tune in a show worth watching.

Why not use the summer season as a workshop to test new talent and introduce new faces to the summer audience?

THIS WE FIGHT FOR: *Clients want justification for every ad dollar they spend today. Now is the time for broadcast and talent unions to take the lead in resisting demands that would impair the peak efficiency of tv and radio.*

10-SECOND SPOTS

Switch: Edsel radio commercials are plugging a contest in which the prizes are ponies. *Now automobiles are giving away horses.*

Security? John Hayes, president of WTOP, Washington, D. C., tells this one about the program manager of a large independent station that was undergoing one of its many management changes. On his way out to lunch, he told his girl, "I'm going out to get a bite to eat. If my boss calls, be sure and get his name."

Good sport: Ad in *N. Y. Times*— WANTED: Men in good physical condition to play aggressive contact sport on TV show in preparation. High potential money prizes. All sizes & weights. Apply in person. Wilton Productions . . . *And if they turn out to be aggressive enough, it will be one show the sponsor will be afraid to drop.*

Book for the times: Jules Peiffer who works for CBS *Terrytoons* has just published a book titled, "Sick, Sick, Sick." *Well, well, well.*

Biblical: John McClay, assistant to the v.p. at KYW, Cleveland, comes up with these quotes from the Bible that apply to the life of a broadcaster—

When rating books arrive: *Could'st thou not watch one hour?* (Mark 14: 37).

Change in ownership: *After my departing, shall grievous wolves enter in among you, sparing not the flock.* (Acts 20:29).

For program managers: *He that withholdeth corn, the people shall curse him.* (Proverbs 11:26).

For censors: *Naked, and ye clothed me.* (Matthew 25:36).

Company party: *Who has wounds without cause? Who has redness of eyes? They that tarry long at the wine.* (Proverbs 23:29).

Passing the buck: *Friend go higher.* (Luke 14:10).

Prosperity: For its *Confidence in a Growing America* campaign, the Advertising Council might well pick up the slogan of those fur-tipped pencils now going around—"Think mink."

Wordy: New York's WOR Radio is sending out promotion in the form of a pocket dictionary with a covering card that reads: "YOUR *WOR*DS ARE *WOR*TH MORE ON *WOR* RADIO." *Next they'll send the poems of WORdsWORth!*

In Memphis, WREC-TV channel 3 is

FIRST

BY ALL SURVEYS!

First by A.R.B.*! *MEMPHIS AREA, February, 1958 Sunday thru Saturday, Sign-On to Sign-Off		First by Pulse*! *MEMPHIS AREA, February, 1958 Sunday thru Saturday, Sign-On to Sign-Off		First by Nielson*! *MEMPHIS AREA, Dec. 8 thru Jan. 11, 1958 4 weeks, Sign-On to Sign-Off	
For All Competitive Quarter Hours		For All Competitive Quarter Hours		For All Competitive Quarter Hours	
STATION	LEADS IN 1/4 HRS.	STATION	LEADS IN 1/4 HRS.	STATION	LEADS IN 1/4 HRS.
WREC-TV	166	WREC-TV	224	WREC-TV	162
STATION "B"	158	STATION "B"	123	STATION "B"	140
STATION "C"	56	STATION "C"	35	STATION "C"	67

WREC-TV Channel **3**

Memphis, Tennessee

Covering the Entire Mid-South

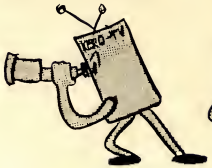
CBS TELEVISION

Represented Nationally by the Katz Agency

BUYERS and TV SPOTS

TIME BUYERS

BUYERS BUYING



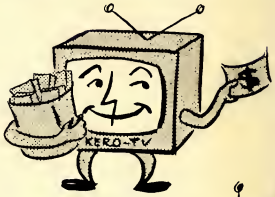
SPOTS SPOTTING

KERO-TV SPOTS

BUYERS SPOTTING

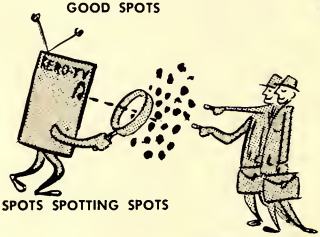
8:00 MON.
7:30 FRI.
9:00 WED.
10:00 WED.
4:00 SUN.
6:00 MON.
11:00 SAT.

GOOD SPOTS



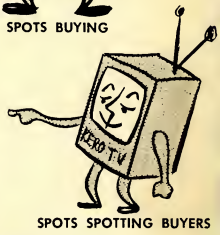
SPOTS BUYING

BUYERS SPOTTING BUYERS

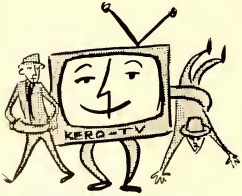


SPOTS SPOTTING SPOTS

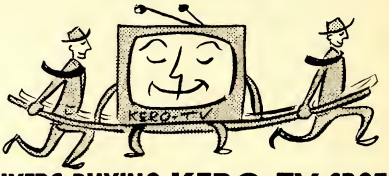
BUYERS SPOTTING SPOTS



SPOTS SPOTTING BUYERS



SPOTS BUYING BUYERS



* BUYERS BUYING KERO-TV SPOTS!

KERO-TV CHANNEL 10 BAKERSFIELD CALIFORNIA

**** BUYERS BUY KERO-TV SPOTS BECAUSE . . .***

- KERO-TV COVERS THE FIVE LARGEST COUNTIES IN SAN JOAQUIN VALLEY — "CALIFORNIA'S SUPER-MARKET"
- KERO-TV PROVES OVERWHELMING LEADERSHIP WITH 73.4% GREATER AUDIENCE "SIGN-ON TO SIGN-OFF" TOTAL WEEK THAN ITS NEAREST COMPETITOR. (ARB March '58)

Wrather-Alvarez Broadcasting Inc. Represented by the Petry Co.